

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIV, No. 7 NEW YORK, AUGUST 16, 1923

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B. A. I. S. 1921 with  
N. W. Ayer & Son



## *The Harmony of Style*

THE opera is over. As the fashionable audience makes its exit, the observer is struck with the appropriateness of detail which marks each perfect toilette.

True, this is a de luxe picture of the triumph of style harmonics, but it typifies the growing appreciation for the appropriate that is becoming of greater moment every day in the lives of the American public.

When the Shur-on Optical Company joined hands with Advertising Headquarters we were particularly sensible of this tendency. As a result, "Style in Glasses" was adopted as the keynote of Shur-on advertising.

The trade has pronounced it the greatest boon in a generation, and the entire industry—manufacturers, jobbers and retailers—recognizing the force of the movement inaugurated by Shur-on, recently met in a special convention to give it national support.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# Shoppers -



**T**HE INTERBOROUGH serves New York's shopping district with two subways, an elevated and a cross town shuttle.

More money is spent in this area of concentrated merchandising than in any similar section in the world.

The Interborough carries hundreds of thousands of people to this shopping district daily. They are *ready to buy*. You can reach them at the "psychological moment" through

## INTERBOROUGH

*Exclusively Subway and Elevated*

## ADVERTISING

Controlled by  
**Artemas Ward, Inc.**  
 50 Union Square, New York

**311,562**  
*Daily Circulation*

This is the averaged daily cash-fare total at the Interborough's seven stations in New York's shopping district.

City-wide circulation,  
 3,000,000 Daily.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIV

NEW YORK, AUGUST 16, 1923

No. 7

## Eleven Ways to Dig Out the Selling Appeal

Sales Points and New Copy Angles Are the Same Thing

By Roy Dickinson

WE were coming along the road where the river turns south through the fields. The up-State furnace manufacturer who had just sunk a Silver King from off the green at the eighteenth hole, to my discomfiture, was talking about advertising. I think he wanted to be the generous victor.

He pointed across the river to one of those little plants far away from the main centres of population one sees so often on cross-country rides. They always interest me because they seem to have so much potential power. A new idea added to an old product and the little plant often opens the world as its market. There was a sign on the roof of this plant which proclaimed to the passerby that it was the home of "Robertson's Soap."

"Now take that little factory," said the furnace manufacturer. "What kind of an advertisement would you write about his soap? I happen to know Robertson and that he makes good soap. But what would you say about it? Of course it cleans. But so does all soap. I've often wondered how advertising men know what to write about. Tell me!" It happens every little while, this meeting a manufacturer who thinks advertising consists in driving up to a factory door, meeting the president, writing a piece about his product and slapping it into a magazine or newspaper.

It always means again the discussion of the A B C's of advertising, a repetition of the facts that advertising is not a thing apart, that a firm's reasons for advertising are very similar to its reasons for being in business, and that asking a man to prescribe the last part of an advertising campaign, the copy, without an investigation is like asking a doctor to diagnose the cast of a patient in Kamchatka without sight of him or even news of his symptoms.

I tried to tell this particular manufacturer that after a study of the product and its marketing system and possibilities, and investigation of the trade attitude, a study of sales obstacles and plans for their elimination, of competition, the package, the selling seasons, the consumers' ideas and preferences, the general sales plan, the general advertising plan, the mediums, the appropriation and a few other things, that then, and then only would any advertising agent be in a position to talk about the final link which was called the copy.

This man was interested in hearing some of the things that happened before the advertisement appeared. But he came back to the question, "After all that," he said, "what does the writer write about? How does he decide what points to advertise and what features to keep quiet about?"

So as we Studebakered along the concrete road toward the hotel,

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eight miles away, and later, on the porch after lunch, I tried to tell him some incidents about how men from outside the manufacturer's business have dug out what proved to be good selling points.

There is one agent, for example, who seems to find unusual selling and copy angles for his accounts. He told me, and I told the manufacturer, one of his less obvious plans. He uses the library, the dealer, the consumer and the rest, but he also uses Will Rogers. "I go to hear Bill every chance I get," this agent told me a while ago. "He gets paid a handsome sum every time he talks and every time he writes. He always tells people things they want to know. He never deals in generalities. He has to be specific and to the point. He is newsy. He knows the importance and value of obvious, homely things given a new word dressing. He gave some healthy advice to the politicians one night when he told them that the International Court or the League of Nations or the tariff as an aid to industry, or the spirit of the nation's founders were not things the people were interested in. He suggested substitute questions such as 'Can Dempsey whip this Firpo?' 'Where are we going to find room to park our cars?' 'How about another orange in these orangeade stands?' You see he emphasizes the concrete instead of the general, the specific instead of the flowery, the close at hand instead of the far away. The plan will bring good copy suggestions.

"I happen to remember one very definite help I got from listening to Will. He was telling a story about lunching with a famous automobile manufacturer and his son. The question came up as to how cheaply they could sell the cars and still make money. Rogers told how he named one figure after another, each one lower than its predecessor, and the great manufacturer kept saying 'cheaper than that.' Then, so the story goes, the famous manufacturer told Rogers that he could give the machine away and still

make money. When surprise was expressed he explained by saying 'Why that Model X will lose enough parts to pay for itself in eight months.'

"Now this seemed like another amusing story about a famous manufacturer until I started to think it over in connection with a plow account I had. Then I decided there was a merchandising suggestion in it, a possible new selling appeal, and I started to dig around in the plant of the manufacturer. I secured some sales figures, and then instead of seeing my friend, the sales manager, I took the treasurer of the company out to lunch. For the story started me on a line that gave me a real new copy angle, and incidentally helped to tie up the advertising closely with the production and sales departments. I found that less than 30 per cent of the annual business was done on the plow.

#### THE TREASURER SEES THE POINT

"The treasurer who had an analytical mind, when he looked over some of the figures I had dug out, agreed that the concern wasn't making money on the product I was going to write about in the conventional way. The plow accessories were what made the business pay a profit. The plow lasts fifteen to twenty years. That makes a mighty slow renewal market. But the lathes on the plow should be replaced every year or two. Other important parts must be replaced at various times, until after ten years the original plow is almost entirely a collection of new parts. Like the manufacturer in Rogers' story, this company could have afforded to give the product away so that they could get the profitable accessory business. The story started me on a course of action that led to a real new copy angle. It was only one I secured from listening to Rogers and other philosophers, both in the flesh and in books."

There is another man I told the manufacturer about, who has a method that has produced some homely "how-to" copy, and has





Editor-in-Chief, Dr. Charles M. Sheldon

I was born in New York State.  
 I eat three meals a day and seldom look at  
 my tongue.  
 I play horseshoes in my backyard for  
 exercise.  
 Do most of my writing in the forenoon,  
 between 9 and 12.  
 Almost but not quite a vegetarian.  
 I believe in Jesus Christ as the Redeemer  
 of the world.  
 In politics I am an independent.  
 Have written 25 books, some of which are  
 pretty poor.  
 Have no race prejudice and don't under-  
 stand it.  
 Sleep eight hours and get up at 6.30 a. m.  
 Enjoy life immensely and especially the  
 300 letters a week.

Dr. Charles M. Sheldon, Editor-in-Chief of The Christian Herald, receives more than 15,000 letters a year asking all sorts of questions. Recently he published the above statement in The Christian Herald to satisfy the curiosity of his friends.

The most popular of Dr. Sheldon's books, "In His Steps," has been translated into a score of languages and more than 22,000,000 copies have been sold. It is now being produced by one of the large motion picture companies.

## The Christian Herald

GRAHAM PATTERSON, Publisher

BIBLE HOUSE, NEW YORK

been most effective in digging out and continually presenting new selling appeals. This man is a copy writer. Whenever a new account is handed him which deals with anything that can be used in the home, he tries it out in his own. If it happens to be roofing or pipes or screen wire he goes home to write the copy and talks to everyone from his wife to the furnace man to get ideas. But if it is a packaged product, a washing machine or similar article, he either borrows one from the manufacturer if it is expensive, or buys one at the nearest distributor and retires with it to his own home. It is his testing laboratory. He sent home a new cleaning fluid once. That night his wife pressed him into service to help her clean some silver on the night the maid was out. The incident led to an interesting piece of copy, which pointed out the fun a husband could have helping his wife under such circumstances.

The copy also contained two new and real sales points about the convenience of the product which came as a result of using it in the home of the man who was going to write about it. At another time he sent home a package of canned fish. When they used it at supper it was found the can was too large for his family. The remainder, put away, soon spoiled and was wasted. It annoyed his wife. This experience resulted in an investigation of the average size of a list of families who used the product, and eventually the making of a totally new package based on this investigation, and some new copy pointing out its advantages. Trying out a new heater in the home led to a type of copy which brought out the usual objections and then bowled them over in the open. A large number of new and unusual talking points have been dug out when someone who was interested in finding them used his own home as a laboratory.

The complaint file, too, has been used by many an advertising man to discover new selling ap-

peals. Complaints about the product can almost always be turned into assets. The outsider who gets his selling appeals this way gets to the meat of the question.

He goes to the file where customers' complaints are kept after they are answered, and seldom fails to get an idea for a new sales argument from them, though sometimes it means a talk with the production manager first and a disposition on the part of the company to add a new idea to the product after its desirability and practicability have been shown.

#### WHY A CERTAIN ALARM CLOCK GOT THREE LEGS

Some customer kicked because his alarm clock fell over backward and broke on dark mornings when a hand reached out from under the covers to shut it off. A third leg, which prevented backward tipping, was later added to the product and there was a new sales argument ready-made. A big hotel customer of a plated-ware concern said that the company's products were so fancy as to the design on top that they tipped off the trays when the waiters carried them out. Flat-topped ware which could be piled high on a tray was made for this particular customer and the big market he represented. A new specialized sales argument and a new piece of copy in publications reaching this field resulted.

I remembered, also, speaking of complaints, the Southern advertising agent who built a reputation for securing interesting and unusual copy angles. His secret, he says, is a study of the original orders and letters sent in by the men on the road. Let him sit alone for a few hours reading over old orders and letters and he will produce something out of the ordinary. Once a letter from the salesman for a big structural steel house which had brought out a new line of steel office furniture, told how competitors in the new line were saying that the furniture was merely a small side issue of a big firm which was at home only in an atmosphere of husky but

(Continued on page 134)

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## *"My! My! Such lovely manners*

You boys don't have to play Sir Walter Raleigh to register those new lids with me. You're *some* Wallys."

"Gosh sakes, Elizabeth, can't we be polite without people thinkin' we're a bunch of cake eaters?"

Time was when hats, caps, collars and neckties were just so much necessary equipment to a boy. Now, to be well dressed and in style is a matter of vital moment. To-day's youngsters show an early tendency to independent selection and buying. They are quick as lightning to follow the leader in new modes and the latest rages.

### THE **AMERICAN BOY** "The Biggest, Brightest, Best Magazine for Boys in All the World"

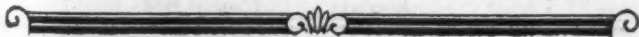
is close to the hearts and understanding of a half million receptive-minded boys averaging 15½ to 16 years old. There is no more direct way to win the confidence and trade of these fellows than through the advertising columns of their own favorite publication. And don't forget the big boys of the family—Dad and older brothers. They, too, love to browse through THE AMERICAN BOY.

November forms close September 15th. This issue is a regular directory of Christmas gifts for boys and every member of the family. November and December copy should be placed immediately.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1416 Lytton Building, Chicago



## 12 salesmen for 16 days— 2,780 additional retail outlets secured

ONE year ago the Phenix Cheese Company, manufacturers of Philadelphia Cream Cheese, decided to merchandise and advertise aggressively a new product—Phenix Club Cheese.

New outlets were immediately needed. But there were difficulties. The dealer, on a perishable product of this kind, is unwilling in most cases to carry more than one brand. And that brand is usually a well-established competitor.

A study was made to determine not only the central selling idea for the consumer campaign, but also the profit opportunities to the dealer in developing his cheese business along new lines.

As a result there was prepared, in addition to the consumer advertising, a sales story for Phenix salesmen to use in presenting Phenix Club Cheese to dealers—a sales story based on new sales methods for the dealer himself to apply in the conduct of his business.

Certain territories were taken in the New York Metropolitan District, and twelve men selected and trained in the new presentation.

During a 16-day sales drive on independent dealers, the following results were obtained:

Number of dealers interviewed . . . .	4,316
Number of dealers sold, 64% . . . . .	2,780
Dealers sold per man per day, average	15

ROQUEFORT from France  
CHEDDAR from England  
EDAM from Holland  
from AMERICA now  
TWO native cheeses

PHENIX your name has been placed on the list of native cheeses in America. It is a guarantee that the cheese is made in America and is of the highest quality. It is the only cheese in America that is made in America and is of the highest quality.

Phenix Club Cheese. It is the only cheese in America that is made in America and is of the highest quality. It is the only cheese in America that is made in America and is of the highest quality.

It is the only cheese in America that is made in America and is of the highest quality. It is the only cheese in America that is made in America and is of the highest quality.

It is the only cheese in America that is made in America and is of the highest quality. It is the only cheese in America that is made in America and is of the highest quality.



Phenix  
CLUB CHEESE

At 10c

Now they are asking for  
FIVE different cheeses  
of this new good

Only fifteen months ago, an entirely new kind of cheese was brought into America. It was a new cheese, made in America, and it was of the highest quality. It was the only cheese in America that was made in America and was of the highest quality.

It was the only cheese in America that was made in America and was of the highest quality. It was the only cheese in America that was made in America and was of the highest quality.

Phenix  
CLUB CHEESE



Perhaps you have had to face just this question of how to get distribution under difficult circumstances. Whether your chief problem be this or some other in the field of marketing, selling and advertising, we shall be glad to discuss its solution with you and with the members of your organization.

J. WALTER THOMPSON COMPANY  
*Advertising*

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO

CINCINNATI

LONDON

CLEVELAND

# Tanners Launch Joint Campaign to Make Public Appreciate Leather

Eighty-Seven Producers in Sole and Belting Divisions of Tanning Industry Begin Extensive Three-Year Program Which Includes Strong Support for All-Leather Shoes

THE three-year, million dollar campaign of the American Sole & Belting Leather Tanners, first announced in PRINTERS' INK of May 10, 1923, begins with a full-page periodical advertisement on August 18. The campaign is one more example of what is likely to transpire when those engaged in a basic industry admit to themselves the inroads being made into their business and take steps to meet energetic competition.

The fundamental purpose of the campaign is to educate the public to an appreciation of the value of leather.

"Leather is little understood by the public," T. R. Elcock, president of the American Sole & Belting Leather Tanners, Inc., New York City, said in discussing this campaign. "People take the soles and heels of their shoes in a matter of fact way, never giving consideration to them, how they are made, or where they come from. There is a strong sentiment in favor of the use of leather and to consolidate our position in this and to keep leather in the favorable opinion of the public, we thought it wise to strengthen our position and to educate the public in regard to sole leather.

"We wish to tell the people that sole leather is more reliable, lighter in weight, better in appearance, wears longer, is more comfortable, holds the style of the shoe, and is a real and honest product made from Nature's materials and manufactured with a view to producing the best possible finished material.

"Our industry knows that it has an interesting story to tell and feels certain that our campaign will be most welcome reading to the American public. It will be interesting to know the sources from which we obtain hides throughout the world, and the pic-

turesque spots in this country and abroad from which come our tanning materials. There is a real romance and human interest story in the making of leather and the bringing of it into final form for the footwear of our nation.

"It is also the desire of the members of our group to tell the American public that tanners are not profiteers and never have been. We work on slow turnover and perhaps the smallest margin of profit of any of the large industries. We are unprotected by any tariff and our raw material is a by-product of the meat industry."

The immensity of the leather sole section of the tanning industry is illustrated by figures obtained in a survey completed a few months ago by the United States Tariff Commission. This report shows that, for the year (1919) taken for the survey, the cut stock of the country—mostly cut soles—was valued at a total of \$161,203,310. There is very little importation or exportation.

The products of the eighty-seven individual and competing members of the American Sole & Belting Leather Tanners, Inc., are not sold directly to the public, yet in deciding upon the advertising campaign now starting they clearly recognize that, in the last analysis, the condition of their industry must depend largely upon what Tom Averagefellow and his wife and family and friends think about leather.

The need for such a campaign had been sensed for over a year. It was not taken up, however, constructively until November of last year. In the early part of this year, plans for the effort were presented to a convention of the Tanners Council; a committee was named and subsequently incorporated. Late in February it was found that 92 per cent of the

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# Des Moines Advertising Statement

By Classifications First Six Months of 1923

Black figures indicate that The Register or The Tribune carried more space in that classification than the Capital.

Note that The Register or The Tribune was first in everything except department stores, patent medicines and miscellaneous.

	Des Moines Register Daily & Sun.	Des Moines Tribune Evening	Des Moines Capital Evening	Des Moines News Evening
Automobiles .....	15,594	10,612	7,396	2,574
Trucks .....	410	276	87	27
Accessories .....	2,774	1,076	620	170
Batteries .....	1,427	812	142	10
Oils and Gasolines.....	3,519	2,967	3,168	2,416
Tires .....	5,419	4,583	1,650	501
Amusements .....	11,758	8,112	7,196	9,810
Bldg. Material, Heating, etc.	10,542	6,676	4,008	2,443
Beverages .....	518	485	516	...
Candy, Confections.....	2,139	1,766	1,027	335
Credit Clothing Stores....	...	2,464	2,242	...
Classified .....	81,090	54,523	25,403	14,751
Department & Dry Goods..	13,017	62,875	75,669	18,838
Drug Stores.....	21	1,877	894	103
Electric Appliances .....	2,309	4,403	3,409	1,609
Financial .....	10,774	8,265	6,889	3,608
Food and Grocery Products	19,379	24,669	20,620	4,037
Furniture .....	12,900	19,012	15,386	1,841
Household Appliances.....	5,239	3,355	2,687	...
Jewelry .....	1,256	5,930	5,076	533
Men's Clothing.....	11,103	30,188	21,923	2,596
Musical .....	3,485	3,622	3,022	1,198
Books, Periodicals, etc....	4,230	3,611	2,741	3
Office Appliances, Statio'y.	2,988	2,156	1,716	376
Poultry, Seeds, Nurseries..	906	370	64	4
*Patent Medicines .....	7,496	6,419	*8,773	*7,330
Radio .....	566	304	60	179
R. R., Resorts, Travel, etc.	6,777	5,397	4,495	1,267
Real Estate.....	3,352	1,560	2,106	1,157
Schools .....	401	335	145	71
Specialty Stores.....	2,967	4,409	3,565	906
Shoes .....	3,710	7,195	3,035	1,245
Tobacco .....	7,243	6,326	3,792	2,517
Toilet Preparations.....	9,856	6,592	3,732	805
Women's Clothing.....	4,448	19,603	17,581	1,432
Miscellaneous .....	14,935	13,622	16,168	10,371
<b>Total.....</b>	<b>284,548</b>	<b>336,447</b>	<b>276,003</b>	<b>95,063</b>

INCHES

Register .. 284,548 } 620,995 Capital .. \*276,003 } 371,066  
 Tribune .. 336,447 } or 62% News ... \* 95,063 } or 38%

INCHES

\*Includes 4,597 inches for the Capital and 5,203 inches for the News of medical advertising declined by The Register and Tribune.

## THE DES MOINES REGISTER AND TRIBUNE

(Morning and Evening)

reaches practically twice as many separate and distinct homes as any other Des Moines newspaper.



production of the entire industry had been signed up under contracts covering a three-year period to back the movement.

The basis of assessment arrived at was upon the number of hides "worked in." A steer hide, being most valuable, is assessed at five cents per hide. Cow hides and all others are assessed at four cents per hide. This was felt to be a fairer basis than a percentage of capitalization, number of employees or gross sales and, in the end, amounts to very little per pound of leather.

Instead of confining its work to singing the praises of leather soles and belting, the group has taken the attitude that if it can encourage, among other things, a greater interest in all-leather shoes and can aid the sales of manufacturers of these shoes, its members cannot avoid benefiting. The emphasis in the work to the public and to the various branches of the shoe trade will be on the theme that "Nothing takes the place of leather."

A quaint old shoe repairer, who takes honest pride in his work, has been adopted as the trade character and will appear in the advertisements throughout the campaign. A contest for the best letters on the subject, "Nothing takes the place of leather," has been started, with 118 cash prizes, totaling \$5,000.

"What could you do with \$2,000? Somebody's letter about leather will win that much in hard cash. Why don't you write that letter?" one of the opening advertisements will inquire.

Advertising also is to appear in some thirty national periodicals. Space also will be used in practically all of the shoe trade jour-

nals, reaching the manufacturer, dealer, and repair man, as well as, through trade journals reaching the buyers of leather belting. Extensive work is planned to be carried on direct by mail and there will be some sign work.


"Although just at the beginning

**What could you do with \$2000?**

**\$5000**

**in Cash Prizes**

**Somebody's Letter about Leather will win that much in hard cash. Why don't you write that Letter?**



The best Letter about Leather will win \$2000.00.  
The next best letter, \$1000.00.  
Third best letter, \$500.00.  
Five prizes of \$100.00.  
Ten prizes of \$50.00.  
Twenty prizes of \$25.00.  
Eighty consolation prizes of \$10.00.  
One hundred and eighty cash prizes, amounting to \$1000.00, for Letters about Leather.

**WHAT a Letter about Leather you can write, out of your own experience! These alone will win that much in hard cash. Why don't you write that Letter?**

Leather is so tough because the living hide is made of millions of millions of tiny fibers, bundled tight together, and reinforced with tiny pores. Tanning makes these fibers even tougher than nature made them. Leather also "gives" just enough to make walking easy. Through the pores, the foot's heat escapes. Your skin breathes, your feet stay cool.

Some leather will be pure to make on each

**Rules of the Contest**

- Letters must be written in the English language, and on only one side of the paper.
- The contestant's name and address must be written at the top of the first page of the letter.
- The letter must be mailed to the American Leather Tanners Association, 17 Battery Place, New York City, on or before August 15, 1923.
- Letters shall be for leather in the English language, and on only one side of the paper.
- The Contest shall be finally open to anyone, anywhere.
- The first prize will be awarded to the contestant whose letter on the subject, "Nothing Takes the Place of Leather," is the best in the opinion of the judges.
- The Contest opens August 1, 1923, and closes August 15, 1923.
- In case of tie, both or all tying contestants will receive the full amount of the prize set for first prize.

MARTHA E. DODD, Executive Editor, The Leather Shoe Journal  
PRESIDENT FRANK C. HIGGS of the University of Wisconsin  
PRESIDENT FRANK M. JOHNSON of the Young's Council  
Address your letter to Contest Judge  
AMERICAN SOLE and BELTING LEATHER TANNERS  
17 Battery Place, New York City

Writing to one of the nation's great industries which touches the life of every citizen. It is important to the leather industry that the public should know the value of good leather. It is important to the public that they should know the value of good leather. It is important to the leather industry that the public should know the value of good leather. It is important to the public that they should know the value of good leather.

ONE OF THE OPENING ADVERTISEMENTS TO THE CONSUMER IN THIS FIRST CO-OPERATIVE ADVERTISING EFFORT OF LEATHER TANNERS

of the campaign, we nevertheless find a considerable reaction in that all advertisers of leather of any description are taking advantage of the broad publicity work we will do and are talking all-leather products," Mr. Elcock commented. "It looks as if it would be a strong campaign for some years on all sides, for all-leather shoes particularly. Several of the manufacturers are spending considerable sums of money in advertising the all-leather shoe. Most retailers state that they have difficulty in selling a shoe that is not of all-leather construction. We think that leather is going to be better understood."

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## COMPLETE ADVERTISING SERVICE—

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# Now Ready For Mailing—

An elaborate Gravure publication of 16 full newspaper size pages, presenting, with the aid of photographs, a very complete summary of up-to-the-minute information on the Milwaukee-Wisconsin market of 3,000,000 people. Much of this data has been obtained by special research and has never before been available—your market files will be incomplete without it.

This is, to the best of our knowledge, the first instance in which a newspaper has used the Gravure process to effect a pictorial presentation of its market. It is not strange that this pioneer step in developing a new use for that powerful selling medium—Gravure—should be taken by a newspaper that has frequently led the way in the past.

National advertisers and agencies are cordially invited to send for a copy of this interesting market study.

# *The Milwaukee Journal*

**FIRST—by Merit**

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**ROTO—ART—BLACK AND WHITE—COLOR**

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## Collier's Readers are Home-Builders

**Y**OU can learn much about a man's character from his attitude towards home. The man who is helping to make America a better place for all of us to live in, has his mind set first of all on providing the best possible home for himself and his family. And he wants to own that home.

During the past spring Collier's published three articles by Harold Cary on the financing, planning and building of a home.

The response to these articles has shown us that a large number of

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Collier's readers are building, or planning to build, their own homes.

Mr. Cary himself writes: "You may be interested to know that I got about four times as many inquiries out of Collier's than out of another weekly publication with an article on the same subject. This is partly due to the character of the articles, of course, but when I told a friend that fact last Sunday, he said: 'That would seem to indicate that Collier's readers were more interested in building.'"

These progressive men and women, who act upon what they read in Collier's, are the most responsive audience the national advertiser can have.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

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## Zone Merchandising as Applied to Erie, Pa.

The sizable market of Erie, Pa., is so situated as to be easily and economically merchandised from points in three different states: Buffalo, Pittsburgh and Cleveland.

Salesmen working western New York state, central Pennsylvania and eastern Ohio might just as well cover Erie, Pa. Within a couple of hours the men can reach Erie, a city of 112,571 (1923) and a market of 154,000.

The Erie Daily Times, established 35 years ago, so covers its compact market as to insure greater than usual returns than from papers in other cities of similar size where competition requires several papers for adequate coverage. This cuts down advertising cost and increases net profit. The Times has over 27,000 net paid circulation at 8c per line flat.

## Erie Daily Times

A. B. C. Member

Evenings except Sunday

Representatives:

**E. Katz Special Advertising Agency**

Established 1888

New York Chicago Atlanta Kansas City San Francisco

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# Further Light on the Personal Tie-up of the Advertising Manager

Constructive Suggestions on How an Advertising Manager Should Plan the General Course of His Work

By Benjamin Jefferson

Advertising Manager of Lyon & Healy

Author of the Milline and Actline Systems and the Pagette Plan

I HAVE selected for this brief paper a most fascinating topic so that if the author prove dull, the subject of itself may repay for the eyesight expended in its perusal. And I will disarm criticism of my ability to shed further light on this tremendous problem by pointing to the background I have achieved. For I began my efforts to make a living, and something more if possible, as an advertising manager in 1890.

Unlike many of my contemporaries, I have resisted all temptations to switch into other fields of endeavor, but have striven to develop the possibilities of the position to which I found myself called. Furthermore, during the past thirty years, I have never been too busy to chat with other advertising managers, and in this way, I have heard many a moving tale of shipwreck and have had many a chance to check my rules against general experience.

One word in regard to my personal duties and then I am through with that phase of it. The business with which I was fortunate enough to become identified, is divided into about a dozen departments. The activities of these departments range from the oldest thing in old violins, say as far back as Amati, to the newest thing in saxophones, say the marvelous new slide saxophone. Both national and local fields, and both retail and wholesale campaigns have always been smiling up at me from my desk.

If you have followed me thus far, you will bear with me, I am sure, if I clear from the present discussion everything except what is implied by the title. For there is such a thing as the personal tie-up of the advertising manager, and

it is not necessary for an advertising manager to change his calling in order to avoid playing checkers in the poorhouse in his old age. So interest in this article, then, will be confined to advertising managers who really enjoy their activities and sigh when they see one after another of their fellows forced, apparently, to become sales managers, or advertising agents, or publishers, or (the reckless ones) writers or what not. And, as in my former notes on the subject I have already spoken of the difficulties and limitations of the advertising manager's position, I shall confine this paper to a few constructive suggestions, each set forth in as few words as possible:

## TIME SCHEDULE

### *Directors' Meeting:*

One day each week, preferably early in the week, the advertising manager should meet with his board of directors and there lay before them in the form of succinct reports, progress up to date, and, in the form of requisitions, proposed expenditures. All new advertising, too, should be submitted in the form of final proofs, and, lastly, all advertising propositions, whether originating inside or outside the house, should be brought up and okehed or dismissed. A meeting of this kind, beginning sharp at the hour set, is a vast relief to all concerned and one of the greatest safeguards to any business. Once we begin to think of the *advertising* in its relation to *earnings* and not in its ratio to *gross sales*, we begin to sense the importance of everything connected with it. It's a pretty good business that earns 10 per cent of its gross sales, and that is only two or three times

the amount expended for advertising. So how can money be made more rapidly than by exercising the most scrupulous care with everything in the advertising department.

At this meeting the advertising manager should depend entirely upon the cold logic of facts. Never should he, either on the face of it or under the surface, become an advocate. He should be absolutely unbiased in his opinions save as dictated by recent experience. Any advertising manager who says: "I should like to see such and such a concern get this business," or "Let's do this, it will please so and so," puts himself in a very weak attitude. The more decisions that are made by the board of directors, the better all around. If they want more technical details, better bring in a supplementary report next week, but manage so that this money, this life blood of the business, is never expended at the whim of one individual.

#### ONLY LARGE CHARTS ARE EFFECTIVE

Charts I have found are most useful if they are large enough for a group to study them simultaneously. Book size charts and diagrams are of very small value. I use charts 23 x 29 inches which I have had machine-ruled so that I can diagram almost any problem in a very few minutes.

Directors of a business, with myriad cares pressing on them, naturally cannot be familiar with the steps forward in efficiency from day to day in each department, but they are quick to appraise at its true value an untiring effort to get facts before them in an easy-to-digest form.

Entirely unlooked-for deductions often follow the presentation of a new chart. Sometimes a radical change of policy finds its origin in the figures brought to the surface by determined research work. As one example, I recall one of the first Milline charts I made for a retail business. This Milline chart (showing the weight of the advertising) was superimposed upon the monthly

sales of this business. And then came the revelation for this business. The company then realized that the weight of its advertising message in July was only one-eighth of what it was in March or in October.

Of course, it was known that not so much advertising was done, but the old records of advertising based upon the money charged against advertising each month were utterly misleading. Every bill discounted and paid ahead or held a few days for adjustment, and in fact, every indisposed book-keeper disturbed the ratio. But here with the Milline weight of each advertisement recorded as issued in the advertising department and the totals plainly charted, we could see the mountain-like peaks of advertising in April and October—the coast down in May and June—and the bottom of the valley in July. One brief session with that chart accomplished more than a ton of eloquence.

I have set forth elsewhere that the three major measurements of advertising are:

- (1) Weight.
- (2) Energy.
- (3) Ability.

The first of these is already so widely accepted that few advertisers any longer consider two newspaper pages in papers of widely different circulation as two pages. Rather they know that if a page in one paper contains 2,400 Millines and in the other 240, the combined weight of the message is 2,640 Millines.

No longer need an advertising manager flounder around in trying to present pictures of a firm's advertising for corresponding months in various years. The old statement went something like this: "Last year we had two pages in paper No. 1; four 300-line double advertisements and twenty 20-line advertisements in paper No. 2; six half-pages in paper No. 3; seven single-column advertisements in paper No. 4, etc., etc." Even a Babson expert couldn't make money of it when contrasted with a somewhat similar assortment for the current year. But now the



record reads thus: "Local newspapers, year 1922, month of April—16,540 Millines; same period 1923, 18,725 Millines"—an expenditure in keeping with the gain in gross sales.

But the second measurement, *energy*, is not yet standardized. However, it meets with ready recognition in board meetings. Every advertiser has always criticized the copy—but often quite blindly—comparing it with that of a successful competitor, perhaps, as the supreme test. But now the advertising manager can definitely point out the things that make for *energy* and analyze any piece of copy in such plain terms that even a novice can comprehend the fine points involved.

The third major measurement, the *ability*, is so important, and withal so complex, including as it does the great factors inside the particular problem itself, such as the service that the article can be made to render, the importance of its place in the general scheme of competition viewed from every angle, etc., etc., and the things outside, such as general business conditions, the season, the public mind, etc., that no single brain can envisage them all.

Here, in a board meeting, the advertising manager receives the most substantial help, and sometimes from the most unexpected source. I suppose more failures occur from a false or unsound appraisal of the *ability* than from any other single cause. For, if the *ability* is not there, of what avail is the *weight* of the message or the *energy* of the copy? And the slightest gain in *ability* at once reduces the risk in the advertising. For instance, if you can convert a mouth-wash compound into a toothpaste, you multiply the *ability* tremendously. The same thing occurs when you take the old reliable piano polish and make it a furniture polish, etc., etc.

#### Department Meeting:

On the day following the directors' meeting, at a fixed hour carefully observed by all, the advertising manager should meet with such department managers and as-

sistants as may be interested in the advertising immediately under discussion. Definite departmental okehs and a clear understanding of everything in the nature of a follow-up, should be worked out here.

#### Agency Meeting:

On the following morning at a fixed hour carefully observed by all, the regular weekly meeting with the agency representatives should take place. To this meeting the advertising manager should invite such house officials as may be particularly interested in the work to be covered in the immediate session. The release of new orders should be effected here, and this is the time and place to receive such helpful reports as the agency can bring in.

In my own practice, I have attended between 125 and 150 of the foregoing meetings each year for many years past. They make the advertising a truly composite affair. All the best talent is represented, and in an orderly fashion. The advertising successes are a matter of team work and among other things the advertising manager is constantly building up technical advertising ability all through the organization. On the other hand, such failures as occur, take place only in spite of a long record of okehs and also may be considered to be unavoidable.

I will not blur the impression which I hope to make on the minds of young advertising managers by bringing up a lot of detail. There are at least fifty-seven varieties of cat, and at least fifty-seven ways to skin each one. I want to place my finger here on the fundamental thing, which is that the advertising of every house (not a single exception) is important. In proportion to the ability with which that advertising is conducted, in a large measure, will come the success of the house itself.

Every advertising manager, if I am correct in my conclusions, therefore, must be first—a manufacturer, or a merchant, as the case may be—and secondly, an advertising man. If he wants to re-

verse this—and be first an advertising man and secondly a manufacturer or merchant, then the sooner he turns to advertising agency work, the better for all concerned.

I suppose my readers who are just starting out in life, those charming young fellows who remember something that took place five years ago instead of concentrating upon remembering something that will take place five years in the future, will want me to say something about the comparative financial rewards.

My observation is, "it makes no difference," as Mr. G. says to Mr. S. You can achieve an independence as an advertising manager just as surely as you can as an agency man. Old Lord Rothschild covered this phase perfectly when he answered the fortune seeker by saying, "Sell matches—if you can sell enough of them, you'll get rich!" So, if you put enough of yourself into this calling of the advertising manager, no fear but that a substantial success will be yours.

#### F. W. Nash Joins Jones Brothers Tea Company

Frederick W. Nash, formerly general manager of Thomas J. Lipton, Inc., Hoboken, N. J., Lipton's tea, and more recently with Frank Seaman, Inc., has become associated with the Jones Brothers Tea Company, Brooklyn, N. Y., chain grocery stores. He was at one time marketing manager of Ryzon baking powder for the General Chemical Company, New York.

#### George Haig Joins California Growers' Association

George Haig, formerly advertising manager of the National Cash Register Company, Dayton, O., and more recently with the advertising department of the Standard Oil Company of California, has been appointed sales and advertising manager of the California Prune & Apricot Growers' Association, San Jose, Cal. Mr. Haig succeeds R. R. Randall. A new advertising program is being planned.

#### Association of National Advertisers to Meet at Rye, N. Y.

The annual convention of the Association of National Advertisers will be held at the Westchester-Biltmore, Rye, N. Y., on November 12, 13 and 14.

#### Newspaper Executives Association Changes Name

The directors of the National Association of Newspaper Executives, which is the newspaper departmental of the Associated Advertising Clubs of the World, have voted to change the name of that organization to the Association of Newspaper Advertising Executives. The new name more nearly indicates the personnel of the organization, according to Frank T. Carroll, advertising manager of the Indianapolis News, who is president.

The method of determining dues has also been changed by the directors. A sliding scale, based upon the population of the city in which the newspaper was located, has been used, but in the future dues will be determined by the circulation of the newspaper itself.

#### Hugh E. Murray Leaves Hearst General Management

Hugh E. Murray has resigned as a member of the executive council and general management of the Hearst Newspapers and Magazines, New York. He will start a business of his own for the development and appraisal of newspaper properties.

Mr. Murray has been with the Hearst organization for more than twenty-five years. During that time he has been associated in various capacities with Hearst newspapers in New York, on the Pacific Coast and in the South. In 1915 Mr. Murray became a member of the general management board. When Mr. Hearst created an executive council, he made Mr. Murray one of its important members.

#### Fralick & Bates Have Los Angeles Office

Fralick & Bates, Inc., publishers' representatives, have appointed James A. Stuart to manage their new office at Los Angeles.

Mr. Stuart was formerly with The Herpicide Company, Detroit. He also was with the Morse Advertising Agency of that city for seven years.

#### McJunkin Has Victor Adding Machine Account

The advertising account of the Victor Adding Machine Company, Chicago, will be directed by the McJunkin Advertising Company, Chicago. The Victor program calls for advertising in several national publications and metropolitan newspapers.

#### Dodge Manufacturing Account with Lampport-MacDonald

The Dodge Manufacturing Corporation, Mishawaka, Ind., manufacturer of power transmission machinery, has placed its advertising account with the Lampport-MacDonald Company, advertising agency of South Bend, Ind.



**The open door  
to the half-a-million homes  
in Philadelphia and vicinity**



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

**NEW YORK**

814 Park-Lexington Bldg. (46th and Park Avenue.)

**DETROIT**

Verree & Conklin, Inc., 117 Lafayette Boulevard.

**LONDON**

Mortimer Bryans 125 Pall Mall, S. W. 1

**CHICAGO**

Verree & Conklin, Inc., 28 East Jackson Boulevard.

**SAN FRANCISCO**

Verree & Conklin, Inc., 681 Market St.

**PARIS**

Ray A. Washburn 5 rue Lamartine (9)

# AN UNUSUALLY FAVORABLE MILLIONS TO COTTON

*Diversified Farming Again Proves Oklahoma's Salvation  
and Insures Normal Selling Conditions*

**C**OTTON is being grown over more than two-thirds of Oklahoma this year.

Warned of a possible over-supply of wheat, thousands of acres which ordinarily are planted in this crop are now yielding bales of valuable cotton.

Fortunately this acreage is widespread—farmers in even the more northerly counties of the state planted cotton this year.

Oklahoma is promised a cotton crop of between 800,000 and 900,000 bales. A long dry spell and a hot season have greatly retarded the ravages of the boll weevil.

And the price outlook is equally favorable. Assuming that Oklahoma farmers receive for their 800,000 bales only the same total money that they received for their 635,000 bales last year—the price per pound would still be 17.4 cents, a figure that would assure rural prosperity.

# AVOIBLE SEASON BRINGS TO OKLAHOMA'S TOM FARMERS

salvation

But twenty cents per pound seems a conservative estimate of this year's price at this time. And twenty-cent cotton would yield the enormous income of \$80,000,000.

Oklahoma Cotton farmers are standing loyally together marketing their crop orderly and in a business-like manner through the Oklahoma Cotton Growers' Association, that splendid organization which was created largely through the efforts of Carl Williams, editor of The Oklahoma Farmer-Stockman.

3,000 more members joined the association during the month of July, 6,000 since May 1st. Need any further evidence be given of confidence in the policies expounded by The Oklahoma Farmer-Stockman?

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York Chicago Kansas City Atlanta San Francisco

## What the World's Greatest Advertising Buy Can Do for You!

A well-known manufacturer of soaps, recognized as one of the shrewdest buyers of advertising in the country, has used the American Weekly consistently for many months.

His belief in the American Weekly as a medium that gets results is best evidenced by the fact that during the month of April he spent more than FIFTY THOUSAND DOLLARS in the American Weekly alone.

. . . . .

When a publication is bought each week by more than 4,400,000 families, who pay twice as much for the papers with which it is distributed as they do for any others, it speaks well for the publication and better for its advertisers.

Another reason why it pays to advertise in the "World's Greatest Advertising Buy."

  
The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New Yoork

If you want to see the color of their money, use COLOR—A.J.K.

# Blue Valley Butter Uses Mail-Order Plans to Secure Cream from Farmers

Features a Guarantee and a "Thirty Days Free Trial" Offer—A Commentary on Successful National Advertising of Butter

**A**DVERTISING devices found practical in one field repeatedly can be transferred, adapted, and used in another. This universal application of much advertising experience is one of the things which make advertisers follow carefully PRINTERS' INK's reports of advertising campaigns on products far removed from their own. Some unusual adaptations are to be observed at present in farm-paper advertising of the Blue Valley Creamery Co. to obtain cream shippers.

The Blue Valley company is one of the largest butter manufacturing concerns in the world. Consistent advertising of its trade-marked butter has created enormous consumer demand. To get cream to meet this demand has become so great a problem that advertising effort is regularly expended to cope with it.

One of the standard mail-order plans adopted by Blue Valley is the guarantee. Chicago mail-order houses have featured extremely liberal guarantees for years. They consider these fundamental in their scheme of merchandising. Blue Valley is not selling merchandise to farmers—it is buying. This is the guarantee, accordingly, which is featured in advertisements:

We guarantee

That our check in payment of each and every can of cream you send us will satisfy you.

We guarantee the safe return of your empty cans.

If for any reason whatever you are not satisfied, we expect to hear from you.

We guarantee to satisfy you perfectly.

A second plan, which the company uses for cream cans, is patterned on the "free trial—send no money" methods much used by mail-order advertisers. A farmer needs cans if he is to ship cream. Cans run into large sums as

to cost. It is easily conceivable that some farmers, rather skeptical of the satisfaction they would derive from shipping, would not try the plan out owing to cream can cost, in as much as perhaps they would have no use for the cans if they abandoned the idea.

This is the "30 Days Free Trial Can Offer."

If you need cream cans, let us ship you one or two cream cans by prepaid parcel post direct to your door.

Send No Money!

Ship cream to us for thirty days—then pay us out of cream check—

5-gallon can \$2.25

8-gallon can 3.00

10-gallon can 3.35

Or, if you wish at any time during the thirty days, return cans at our expense and you are not out one cent. Fill out—tear out and send coupon to nearest Blue Valley Creamery shown below.

The coupon, called by this company, "30 Days Free Trial Cream Can Order," is the third standard mail-order device.

Many large buyers of farm products are aggressive in drumming up adequate supplies. In one way or another, various of these play up a promise of highest returns to the shipper. Of many such promises shippers from experience are skeptical.

The farm products buyer promising high returns needs to give a convincing reason for his offered top quotations. The Blue Valley does this. Here is one presentation of the arguments, repeated in many advertisements in slightly altered form:

What is full value for your cream?

Full value for cream is all of the sales price of America's best known brand of butter, less the small cost of the most economical manufacturing and direct distributing system—the Blue Valley Creamery System.

All cream agents', butter brokers' and speculators' profits are cut out the Blue Valley way. It is the straight line from producer to consumer. No unnecessary expenses and profits in between.

Butter price makes cream price. Every-





## "Printers' Ink's" Service Helps a Canadian Reader

THE ADVERTISING SERVICE COMPANY  
LIMITED

TORONTO, August 9, 1923.

Editor of PRINTERS' INK:

Many thanks for your letter of August 4, which enclosed a bibliography of articles which have appeared in your publication on selling high-priced merchandise.

We have already looked up several of these articles and have discovered at least two which have proven very helpful.

Thank you for your promptness in this matter, and your offer of further help.

THE ADVERTISING SERVICE COMPANY  
LIMITED

E. H. H. SMITH.

## Portland Women's Advertising Club Elects

Mrs. Celeste Liston Harris has been elected president of the Portland, Ore., Women's Advertising Club succeeding Mrs. Bessie F. Colwell.

Other officers chosen were Arlie Seaman, first vice-president; Mrs. Lloyd Leslie, second vice-president; Vivian Flexner, secretary, and Mamie Ziegelman, treasurer. Janet White and Marian Gilbert were elected new members of the board of directors.

## Star Rebound Controller Co. Appoints Dunlap-Ward

The advertising account of The Star Rebound Controller Company, Cleveland, has been placed with the Dunlap-Ward Advertising Company, of that city. The Star company has developed merchandising and advertising plans for the national distribution of its product.

## Pencil Account for Vanderhoof Agency

Vanderhoof & Company, Chicago advertising agency, have been appointed to direct the advertising of the Rite-Rite Corporation, Chicago pencil manufacturer.

## Seed Account with McGuckin Agency

The advertising account of the Robert Buist Company, Philadelphia, seed dealer, has been placed with the Eugene McGuckin Company, advertising agency of that city.

## Van Heusen Collar Sales

The Phillips-Jones Corporation, New York, manufacturer of Van Heusen collars and Phillips-Cuff shirts, reports sales of \$6,095,747 for the six months ended June 30, 1923. The net profits for this period amounted to \$513,752.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

## Death of George B. Sharpe

**G**EORGE B. SHARPE, advertising manager of the Burroughs Adding Machine Company and president of the Association of National Advertisers, was stricken with heart failure while on the water at Algonquin Park, Ont., on August 10, and died soon after.

Mr. Sharpe had left Detroit a week before for a vacation in the Canadian woods, intending to be



GEORGE B. SHARPE

away until the end of the month. He was a devoted fisherman and had spent his vacations for several years in Maine and Canada. This year, following several particularly strenuous weeks in preparing for a Burroughs sales convention, he hurried away to recuperate at his usual summer recreation. Mr. Sharpe was 46 years of age.

In the course of his long career in business, Mr. Sharpe has directed the advertising of several large corporations. From 1904 to 1907 he was advertising manager of the Studebaker Corporation. For eleven years after this, he occupied a similar position with the De Laval Separator Company of New York. From 1918 until late in 1921 he was advertising manager of the Cleveland Tractor Company, joining the Burroughs

company toward the end of that year to direct its advertising activities.

Last November, Mr. Sharpe was elected president of the Association of National Advertisers, after having served as a director and vice-president of that body. Mr. Sharpe was one of the founders of the New York Advertising Club. He was at one time its president. Since moving to Detroit, he was active in the recent reorganization of the Adcraft Club of that city.


It was while advertising manager of the De Laval Separator Company that Mr. Sharpe established a reputation of going out in the field to get actual facts for his advertising copy. It was said of him that he never "doped" out ideas. He went to the source for them. He was a crank on portraying conditions as they actually existed on the farm. In an article which appeared in *PRINTERS' INK* in 1919, Mr. Sharpe described his methods as follows:

"For nine years I have mixed pretty freely with the folks I have wanted to reach. Yet on these many trips, I have seldom, if ever, been introduced as the advertising manager, or even as a friend of the field salesman or of the dealer with whom I might be traveling, and for the most part, have sat on the side lines and paid little or no attention to the conversation, particularly when an actual sale was being discussed—and, although I seemingly paid no attention to the conversation, in reality I missed none of it. That was what I was there for.

"Of course, very often before leaving I had a little talk with the farmer, told him I was interested in farm-paper publications and tried to get a little additional line on his reading and buying habits.

"Another thing in this line: some men seem to think that if they make a trip of this kind once in ten years, this is sufficient. In my own case, however, I find that it is necessary for me to renew my acquaintance at regular intervals if I want to keep in touch with farm conditions."

# The Indianapolis News *is different*



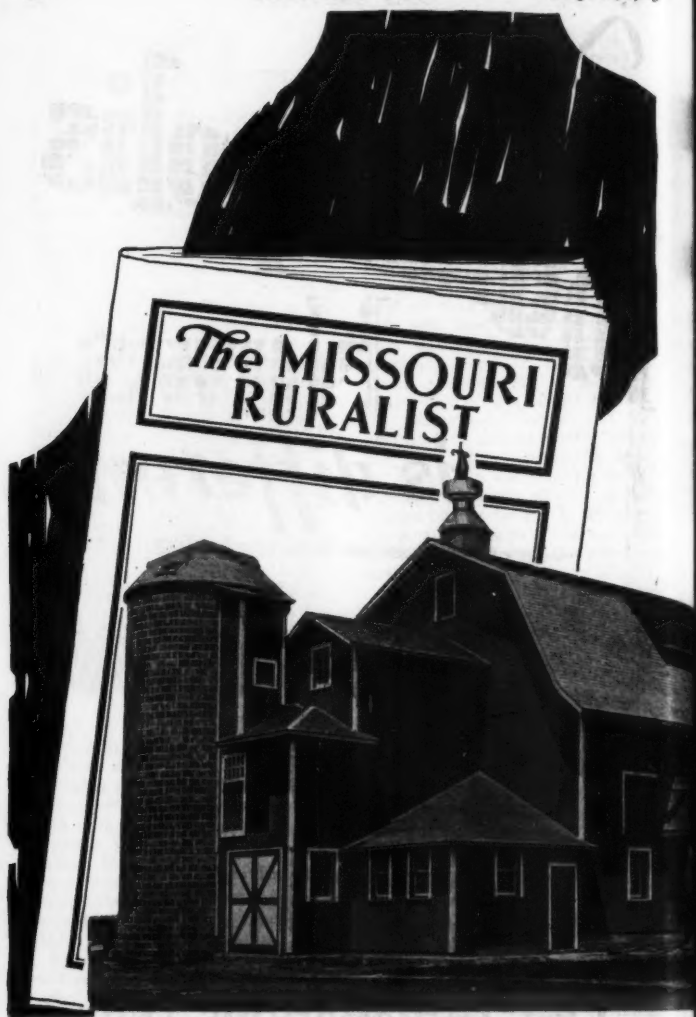
**T**HE News feels an obligation to present to prospective advertisers in the Indianapolis Radius a concise, accurate, truthful survey of this market with particular reference to the product in question. Sometimes the advice is *not to advertise*, sometimes it is to postpone, sometimes to start at once—but always it is based on fact, an intimate knowledge of the market, and a desire to serve.

## The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office: Dan A. Carroll, 110 East 42d Street

Chicago Office: J. E. Lutz, The Tower Building



*Arthur Capper*  
PUBLISHER

**THE CAPPER**  
Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze

# The Missouri Ruralist is showing the live- stock breeder in Missouri

Because the breeder of pure-bred livestock is a business man who transacts 95% of his business with other farmers in his home state, his choice of an advertising medium should be of especial interest to all advertisers interested in the farm market.

The buyers of pure-bred livestock are the best class of prospects on earth—progressive business farmers with the money to buy and the willingness to spend it wisely. And no group of men in the State are better qualified to pick the best medium to reach this class of prospects than the raisers of pure-bred livestock.

For the six months ending June 30, 1923, The Missouri Ruralist carried three times as many livestock advertisements as its nearest farm paper competitor, and thirty times as many as a Kansas City Weekly Newspaper claiming considerable rural circulation. The Missouri Ruralist is First in Livestock advertising in Missouri—because IT PAYS THE LIVESTOCK ADVERTISER.

For the same reason—every national advertiser interested in the rich farm market of Missouri should use The Missouri Ruralist.

The Missouri Ruralist, with its 149,435 circulation, is the Missouri Section of the Capper Farm Press, the First Medium in the First Farm Market.



## FARM PRESS

Marco Morrow  
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.47

Nebraska Farm Journal—Missouri Ruralist

Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.



Business section of Denver—State Capitol Building in the distance.

**T**HE MARKET, financial and automotive center of the Rocky Mountain West; the hub for the West's supply

## DENVER

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

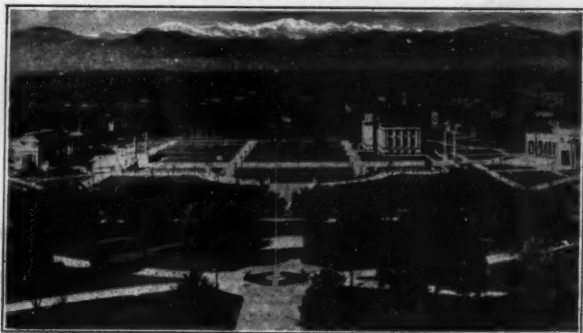
QUALITY PUBLICATIONS

and demand. A city that should be placed high on the list of every big campaign. **THE ROCKY MOUNTAIN NEWS** (every morning) and **THE DENVER TIMES** (every evening except Sunday) sold in combination, are the logical papers with which to reach Denver buyers because they hold the confidence of the people.

### Representatives

**VERREE & CONKLIN, INC.**  
300 Madison Avenue, New York City  
Steger Building, Chicago, Ill.  
Free Press Building, Detroit, Mich.

**R. J. BIDWELL CO.**  
742 Market Street, San Francisco, Cal.  
Times Building, Los Angeles, Cal.



Civic Center, Denver, from State Capitol Building. Open air Greek Theatre on left; Public Library at right.



# Lowering Building Costs by Stimulating Off-Season Buying

How the Condition of the Building Industry and the Advantages of Timely Buying Can Be Explained to the Public through Advertising

By James True

**F**RANKLIN D. ROOSEVELT, president of the American Construction Council, in a statement to the press, recently, appealed to all factors in the building industry to order materials during the off season, so that congestion of the railroads may be prevented while the rush season is on. He pointed out the salient and familiar evils of present building conditions, and stated that they could be largely eradicated by a more carefully planned spread of shipments throughout the dull months of the year.

This method of reducing the costs of material and labor has been advocated many times; but it has been successfully applied only in a few localities. However, it can be made effective throughout the country, and the simple procedure has been outlined by General R. C. Marshall, Jr., general manager of The Associated General Contractors of America.

Many facts disclosed at the last meeting of the Council plainly indicate the causes of the present inflation of prices in the building trades. From the report of the meeting, it is evident that the members of the Council studied the conditions of the building industry in their relation to other important industries, and considered the influence of high building costs on the merchandising of many commodities, before they concluded that the greatest need was a change in buying methods.

During most of last year, the country's facilities for producing materials and conducting field operations were taxed to the limit. This year, the volume of construction projected up to the time of the Council's meeting exceeded the volume of the same period last year by more than 40 per cent. Stocks of materials on hand

in practically all lines entering construction were lower than last year, while unfilled orders were greater. Recent figures showed that orders on hand for common and face brick were about 60 per cent higher, while the stocks on hand were approximately 16 per cent lower than last year.

This was the condition soon after the spring building season opened, and it was aggravated by the bidding for materials and labor, by a decided shortage of the latter, the limitations of various industries, railroad congestion and other influences.

In the Washington offices of The Associated Contractors, General Marshall said that it could not be expected that all of these results would be suddenly remedied by the placing of orders during dull seasons; but he pointed out the close relation between inflated prices and the buying methods usual to the condition.

"During a boom period," he continued, "after materials leave the factories, and before they reach the hands of the final users, a spread of prices occurs that bears little relation to the cost of production and distribution. Whether this is the result of speculation, local material corners, or merely the unbridled bidding of buyers, the cause should be ascertained in every instance and made known to the public."

"A continuation of the present condition will inevitably result in a curtailment of orders, decreased production, higher unit production costs, and the entire gamut of the reactions of depression. Downward price reaction, liquidation and financial loss to the entire industry are consequences that must follow the lack of conscious action to stabilize the industry. In

construction, stabilization is probably more feasible than in any other industry because its demand is cumulative and, in general, building that is, now postponed for a season will serve as a production outlet next year.

"The problem is three-fold—how to stabilize prices, give continuous employment to labor, and relieve the great seasonal freight congestion. Credit should be given to many manufacturers who have shown a desire to hold their prices within bounds, and who have succeeded in doing so to an appreciable extent. Cement and steel are notable examples of materials in which factory prices have been relatively stable, although inflation has often occurred after materials of the kind left the factories.

"The problems of labor have been so widely discussed that they are fairly well understood, and the unduly high wages of the present will be followed by a reaction and a period of inactivity unless adequate effort is made to moderate and equalize the demand for construction. This condition is, of course, closely related to that of freight congestion and the seasonal demand."

General Marshall then discussed the position of the contractor, and stated that many contractors had increased the evils of the condition by thoughtless buying and bidding for labor. But for many months there has been a well organized movement among contractors to stop such practices, and encouraging results are being manifested.

The contractor's part in the inflation of prices was undoubtedly due to his inability to advise the public of his problems, rather than to a desire to increase his immediate profits at the expense of the industry, for he seldom participated in the inflated profits. Until recent months he was guided almost entirely by the necessity of producing certain structures within a specified time.

"Conditions have brought about a radical change in the average contractor's attitude," General Marshall explained. "He now

realizes that the continued prosperity of his business depends almost entirely on his educating the public as to the prevailing industrial conditions in his line, for the final solution of the entire problem is undoubtedly up to the public.

"It is a strange fact that very few of the buyers of the construction most in demand know anything at all about building material markets. It does not seem to matter whether the project is a church, a residence, several homes built for speculation, an office building, an apartment house or a garage, the only things considered by the builders are usually the plans, specifications and the time of completion. Naturally, the contractors, knowing that all competition was on the same basis, were not inclined to postpone the work by advising the builders of the savings that would follow postponement.

#### THE PUBLIC IS ANXIOUS TO HELP

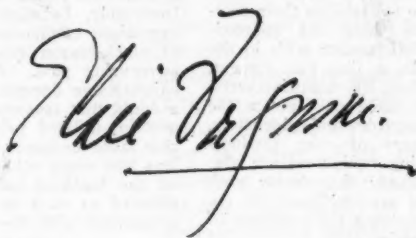
"Secretary Hoover's appeal to put off the erection of public buildings and large building projects that are unnecessary for the present is already producing excellent results. His appeal was met with no great objections, and results prove that the public will act favorably as soon as the facts are generally understood.

"There is no doubt that the boom seasons will be equalized with the off months as soon as the public thoroughly understands conditions, and we know that advertising will furnish the quickest and most effective means of creating such an understanding. The Associated General Contractors have no funds which can be used for the purpose, and if an association national advertising campaign becomes possible, the raising of the funds will require some time; but the organization is doing everything possible to encourage its members, as well as manufacturers, to advertise the conditions of the industry and the advantages of timely buying to the public.

"The recent announcement of the American Radiator Company

*A Letter  
to Mr. Crowninshield  
from Elsie Ferguson*

Vanity Fair has the effervescence and sparkle of champagne. I have found it a splendid substitute for a cellar.

A handwritten signature in cursive script, reading "Elsie Ferguson", with a long horizontal flourish extending from the end of the signature.

Some Advertisers who also think pretty well of Vanity Fair

ISOTTA FRASCHINI CARS  
KELLY SPRINGFIELD TIRES  
BIFLEX BUMPERS  
DÉ JON ELECTRIC CORP.  
EMPIRE RUGS  
INDESTRUCTO LUGGAGE

**VANITY FAIR**

*One of the Condé Nast Group*

of a special discount during the off seasons is doing a great deal of good, and it will be far-reaching because the company is an extensive advertiser. It is also significant that several of the large cement manufacturers are heavy advertisers, and that cement prices have been, during the last year, among the most stable.

"Lumber prices are always depressed during the winter months and the latter part of June and July, and the same is true of the prices of many other building materials. This year there has been a variation of about 25 per cent in lumber prices delivered at the job. The normal variation is about 10 per cent.

"The manufacturers of lumber can do little to stabilize their market because there are approximately 30,000 lumber mills in the country. In a line like cement, with less than 100 manufacturers, it is much easier to regulate the supply to meet demand adequately. Manufacturers of clay products and plumbing equipment are also well organized; they know each other and are inclined to co-operate in solving the problems of their industries.

"Both the manufacturers and the contractors have passed through the stage of competitive effort into co-operative endeavor. They have practically ceased to operate on a basis of immediate self-interest, and are striving to stabilize the building industry. They realize that the interests of the public must be safeguarded; but the public is holding onto the old system, still suffering the ills due to ignorance of conditions and failing to reach out for the benefits of co-operation.

"Obviously, advertising promises a solution for the public's side of the problem. During the organization meeting of the Council last year, many of the talks were on the subject of winning the public's confidence and how to let the people know of the problems of the industry. Publicity was one of the most discussed subjects.

"Last year, in Milwaukee, the local chapter of the Associated

General Contractors joined with material and equipment dealers, architects, engineers, sub-contractors, real estate, bonding and insurance houses, and the Master Carpenters' Association, to promote construction by means of a co-operative advertising campaign in the Milwaukee newspapers. Twelve double-page advertisements were run in as many weeks, and the campaign had a decidedly beneficial effect in lowering the peak of the rush season and filling in the valley of the slack months.

"In several other cities similar campaigns have since been tried, and many contractors and contracting firms have advertised to acquaint the public with conditions. Invariably, I believe, when such campaigns emphasized the benefits of slack-season construction, the advertising paid. And the campaigns have demonstrated beyond a doubt that seasonal freight congestion, inflated prices, unreasonable labor demands, avoidable delays and many other present evils of the building industry will be relieved as soon as the public is acquainted with the facts."

### Challenge Company Appoints Kinsey Burr

Kinsey Burr has been appointed general sales manager of the Challenge Company, Batavia, Ill., wind-mills, corn shellers, lawn swings, pipe fittings, wood saws, etc. He also will direct the company's advertising. Mr. Burr was at one time general sales manager of the Yaeger Manufacturing Company, St. Louis. For the last two years he has been advertising and sales promotion manager of the Queen Incubator Company, Lincoln, Neb.

### James G. Hana with John W. Ladd Company

James G. Hana has been appointed advertising manager of the John W. Ladd Company, Detroit. During the past few years he has been connected with the Packard Motor Car Company, F. C. Mathews Company and the Detroit Times.

### Macaroni Account for Louisville Agency

The John B. Canepa Company, Red Cross macaroni, Chicago, has placed its account with the Thomas E. Basham Company, Louisville advertising agency.

*If people were cattle—perhaps a million would be just a million.*

PUBLISHERS say that one million of circulation is, "in the law of averages," like any other million. If this were true, the world's market place would be China. In any million of people there are some more able and willing to buy and situated where more buying is done. Out of the millions of our total population, *Cosmopolitan*, by its unique nature and methods, selects those people, and attracts them into America's most responsive group of buyers.

*The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel, and Druggist. It is the Border of Service.*

# Cosmopolitan

35 Cents

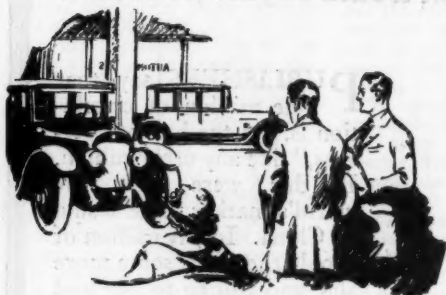
*America's Ablest Advertising Medium*

W. S. BIRD  
Eastern Sales Manager

A. C. G. HAMMESFAH  
Business Manager

J. J. BARNETT  
Western Sales Manager

# In Cleveland and Northern Ohio The Plain Dealer



Near 500  
Advertisers of P  
from Auto A  
Chose The Plain  
Alone Since

From hundreds of cities where national advertisers send their good merchandise into Cleveland and Northern Ohio, there is an increasing demand for the Plain Dealer alone at one cost.

They know that this newspaper covers this rich market adequately. Results confirm their judgment. It is economy to choose the Plain Dealer alone because of its low rate per line per thousand circulation. That's good judgment too.

The selling price of merchandise is never a factor in choosing the Plain Dealer alone. A

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

## The Plain Dealer

*The Plain Dealer*

1923

Aug. 16, 1923

PRINTERS' INK

39

# La Northern Ohio er LONE Will Sell It!

early 600  
ise of Products  
Auto Apples  
e The Plain Dealer  
Since January 1922



recent investigation proved that the daily Plain Dealer is the reading choice of 68.34% of the automobile owners of Cuyahoga County (Metropolitan Cleveland).

It is read by 63.62% of all low-priced car owners. Owners of the highest priced cars show an increase in faith and confidence in this one Cleveland newspaper.

Candy and cement makers choose alike. Auto manufacturers and apple distributors likewise. Conclusively—any-priced merchandise.

la Dealer  
er E Will Sell It

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

742 Market Street  
San Francisco, Cal.



# Henri, Hurst & McDonald

## ADVERTISING

### Chicago



**A** YEAR ago KIMLARK rugs were unknown; today KIMLARK rugs are sold by leading department stores and furniture stores from coast to coast.

We appreciate the opportunity that the National Fiber Textile Company has given us to help them popularize the name "KIMLARK."

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

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# "The Line of Least Resistance" as an Attention-Compeller in Illustrations

Composition Means So Much in Advertising Layout That Much Genius Has Been Turned in This Direction

By a Commercial Art Manager

THERE was once a man in my employ who was blessed with a phenomenal sense of direction, when it came to laying out an advertisement. His illustrations and advertisements as a whole, as they were planned, seemed to carry, always, some great, striking characteristic which none of us could quite translate into coherent terms at the start.

We simply knew this much: that where the average illustration, large or small, was a conglomerate mass, this man's compositions invariably stressed some vivid line of vision. There was something in every picture to make the eye slip rapidly into third gear.

I wonder if you get what I mean?

It is not an easy point to "get over."

And my best method is to call attention here to an example of the very thing I mean—a reproduction of a recent advertisement of the Chicago, Milwaukee and St. Paul Railway, originally in two colors. What have we in the way of an advertising illustration? It is no more than a train going upgrade in a picturesque environment. But note how a commonplace subject has been made unusually striking. There is a line of swift vision. The layout expert has conceived a rational "directed vision." One

of our most famous artists has said that if you had a thousand figures in a painting, the painting would be improved by this very element. There should be something strategic and compelling in the sweep and movement and motion of every advertising canvas.



## The Marvel of "White Coal"

Unseen, unheard, relentless, is the power that speeds "The Olympian" on its trans-mountain flight. Feeding the giant electric locomotives of these thousand-ton steel trains is a torrential energy, springing from the mountain waterfalls. More than 600 miles of smokeless, jarless, faultless travel, made possible by the marvel of "white coal," is yours when you ride on the Chicago, Milwaukee & St. Paul. Its route across the mountain ranges is the longest electrified railway on earth—spanning the most picturesque section of the most progressive railroad in the world.



DIRECTED VISION THAT MAKES THE LAYOUT FOR A COMMONPLACE SUBJECT UNUSUALLY STRIKING

This differentiates it from the mass of other material.

If the artist who illustrated the railway advertisement above mentioned, had merely painted a scene showing a train going upgrade, squared it off, and let it go at that, it could not possibly have

been as attractive to the public as the novelty composition here reproduced.

It would have been a "picture" and no more.

The wonder of its art, its technique, its composition would not have materially influenced the

perhaps of greater significance—the composition is varied. It is unlike the from one to one hundred squared-off advertising illustrations in the same magazine.

It is quite naturally the desire of the modern advertiser to secure illustrations which combine not

only perfection in drawing and technique and composition, but which boast a certain "something" beyond these elements; a unique and rugged novelty, calculated to move mountains of indifference. It is useless to say that a beautifully executed canvas, possessing every essential of "good art" comprises the last word or the ultimate goal. Advertising is more than an art gallery for the display of the finer things of the craft. The competition is keen. These pictures are displayed in the market place. To call them potentially "commercial" is to properly describe their mission. They must sell goods. That is what is expected of them, and it can scarcely be credited that the average

man in the crowd will successfully or analytically dissect them as would an artist.

And since commanding priority of attention is a desired thing from the advertiser's viewpoint, any added element of idea or thought or composition which tends to attract quickly the human eye, is eagerly sought and one of the obligations of the picture as a commercial product.

These clever "lines of least resistance" as we have termed them, are really and actually tricks of composition.

They provide individuality.

They make one illustration "different from another."

**Doing more work with less effort**

Though facing a decreasing supply of labor the industries of this country now are being called on to satisfy an increasing demand for their products. Forced to make more units with fewer human hands, thousands of plants are meeting the issue through a broader use of labor-saving methods and equipment. Conveyors built with Rex Chains are playing an important part in this new order of the day. Saving time and effort in the moving of materials from apparatus to operation, they are releasing labor for those tasks which must be done by hand, and are insuring larger outputs at lower cost. Probably there are places in your plant where Rex Chains, in conveyors or drives, can offset vital expenses. Our engineers can show you how.

**CHAIN BELT COMPANY, NEWARK, N. J.**

**REX CHAIN**

Rex Sprockets, Rex Casemounts, Rex Casemount Motors and Pulleys, Rex Traveling Water Screens

This powerful and long-lasting Rex Chain has been used in the manufacture of many different kinds of machinery in numerous countries and in driving shafts, drums, rollers, cranes, elevators, and in many other applications.

A DETAILED RUN OF CHAIN THAT COMPELS THE EYE, AND YET DOES NOT DETRACT TOO MUCH FROM OTHER IMPORTANT FEATURES

situation. Something was missing from the layout which was destined to make it unusual and of added interest to the average sluggish eye.

The composition under discussion forms a triangle. Sharply the artist's work is cut off beneath the roadbed. A straight line, running from left to right, uphill, and made more effective by the movement of the train, is what may be looked upon as a "line of least resistance" for the eye. The eye has something upon which to fall at first glance. Movement is always intimated. There is something to follow, to pass along, and to meditate upon. And what is



"MRS. BRIGGS at Deauville" is a delightfully satirical story in the August Harper's Bazar. It was written by Mrs. Nelson O'Shaughnessy, whose "A Diplomat's Wife in Mexico" created such a sensation. Smart fiction and smart fashions—Harper's Bazar is the one magazine of its kind which offers the appeal of both.

# Harper's Bazar

2/- IN LONDON

50c

6fr IN PARIS

They sweep the gaze along, and garb old subjects in what might be looked upon as "new dress."

Such devices, such "lines of least resistance" have been responsible for the success of the better and far more striking single-column compositions, where narrow confines compel the advertiser to "stretch out" his story and his illustrations. The "lines" always lead the eye up or down through attenuated space, where it might otherwise be indifferent or neglectful.

"The line of least resistance" has been a marked characteristic in a series of advertisements for Rex chains. These advertisements appearing in full magazine pages carry half-tone views, from photographs, of machines where the Rex chain is used. But straight across or up and down the composition appear large showings of a detailed run of chain, massive, strong in contrasting color. It is a pictured theme that is decorative and compelling. Nor do these "lines" deviate the eye too much from the other important features of the magazine page. They appear, rather, to attract them to other details.

Mobiloil advertising has long carried in every display a panel containing an oil chart. It is no more than four lines, forming a box for type, but by varied applications of the mortise, a catchy motif is injected into the main composition, which, for a baffling reason, gives greatly added attention-compelling value. The panel is sometimes deliberately thrown over on its side, as if tumbling into space—and the result is as interesting as ever.

A manufacturer of rope has so

arranged art compositions in his advertising that the rope forms the line up and down which the eye cheerfully travels. And conventional subjects, as to illustration, are given slashing lines of least resistance—little paths for the vision to tread with ease when



**Uninterrupted!**

HIGH speed machines are not high speed if their production is interrupted. Broken rods and drilled rods will waste the value of the finest equipment—and make cannot be made to survive the blow-holes and hard spots of erratic rods—particularly brass.

Jedrite is different. Jedrite rods are different. Automatic machines take this rod, free cutting and uniform rod without a blank. Higher machine speeds can be counted on—continuously—without interruption. Chamfered ends make feeding smooth and rapid. Uniform metal keeps production high.

A multitude of parts, in the class of the one here illustrated, constitute the best evidence that manufacturers are finding unusual value in Jedrite Brass Rod for day-to-day production.

In fact every shop executive and purchasing agent interested in brass parts should have a copy of our Brass Rod Book, 16 pp.

**Bridgeport**

**Bridgeport Jedrite Brass Rod**

**Bridgeport Brass Company**  
Bridgeport

THE LINE-OF-LEAST-RESISTANCE IDEA GIVES LIFE AND VITALITY TO UNINTERESTING BRASS RODS

the eye becomes picture-weary.

In another case, by forming processions of motor cars, busily running all in one direction, and invariably forming a moving line, an advertiser has given a year's advertising marked individuality.

Such lines of vision need not necessarily be straight. Curves are just as acceptable.

An advertiser in an industrial publication who deals in the most commonplace of products, had long been in the habit of contentedly picturing this product, as a single unit, sternly and unbendingly posed against grey back-

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National advertisers, more and more, are finding The Journal sufficient for their advertising in Minneapolis. For instance, one-third of all the National Men's Wear and Haberdashery Advertisers using Minneapolis papers now use The Journal exclusively.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormbee, Inc.*

# What National Advertisers Can Learn From Department Store Advertising in Chicago

National advertisers are wise to follow the lead of the large local advertisers in any city. "When in Rome do as the Romans do."

In Chicago do as Chicago's great department stores do—advertise first of all—and most of all—in The Daily News. There is no mystery about it. Department store advertisers are experts in exactly appraising every factor that enters into the cost, and the returns, of newspaper advertising. They *know* not only the

absolute but the individually proportionate returns from a given expenditure in each of the newspaper advertising mediums of a city—and advertise accordingly. Here is how they advertised in the Chicago newspapers in the first six months of this year—the number of agate lines each store placed in each Chicago newspaper:

## IN THE "LOOP"

The Daily News	Tribune		Herald		Examiner	Post	American	Journal	Total	Percent in The Daily News
	Daily	Sunday	Daily	Sunday						
Boston Store	336,348	631	150,245	26,837	138,442	18,913	174,860	193,593	1,033,860	32.53 %
Carson Pirie Scott & Co.	238,127	249,462	...	111,153	138,442	83,752	117,353	65,926	864,763	27.34 %
The Fair	41,147	53,983	186,615	21,924	139,323	27,060	194,077	131,460	1,154,489	35.81 %
Marshall Field & Co.	274,396	258,139	163,411	21,924	139,323	168,758	204,738	123,400	1,192,736	33.01 %
Hillman's	194,862	648	75,254	640	45,359	...	10,154	12,961	339,078	57.47 %
Letter Bldg. Stores	244,067	866	123,011	1,211	72,491	...	92,889	...	534,535	45.66 %
Mannell Bros.	334,278	174,927	146,906	21,924	57,160	54,753	89,969	133,209	1,013,156	39.99 %
Rothschild & Co.	332,007	4,537	169,246	4,562	115,724	18,294	193,494	103,901	942,665	35.28 %
Chas. A. Stevens & Bros.	69,925	99,116	66,187	...	5,488	3,577	19,560	...	294,193	23.57 %
Total	2,425,757	840,599	917,864	351,463	503,987	360,137	1,007,034	763,644	7,329,484	33.10 %

1,585,158 more lines than the highest morning paper.  
1,358,723 more lines than the next highest evening paper.

The Tribune		Herald Examiner		Post		Daily News		Percentage	
Daily News		Daily Sunday		Daily Sunday		Daily News		Total	
Webster's Dept. Store	14,111	13,351	1,899	12,519	41,910	33.97%	41,910	33.97%	41,910
W. A. Wiebe & Co.	237,680	80,010	1,120	64,782	505,694	47.94%	505,694	47.94%	505,694
Ed. Ahlswede Co.	948	1,136	1,120	129,782	129,782	47.94%	129,782	47.94%	129,782



Total.....	2,425,757	840,599	917,864	351,463	503,987	369,137	1,007,034	763,644	7,389,484	33.10 %
{ 1,595,158 more lines than the highest morning paper. 1,328,723 more lines than the next highest evening paper.										
The Daily News										
Weber's Dept. Store	14,111	13,351	1,899	1,259	1,899	1,259	12,519	41,910	33.67 %	
W. A. Wieboldt & Co.	237,896	80,010	1,120	64,753	1,899	1,259	12,519	505,696	47.04 %	
Ed. Ahlswede Co.	248	1,136	1,136	64,753	1,899	1,259	12,519	448	55.36 %	
Becker Ryan & Co.	56,852	1,012	19,839	984	15,518	13,127	13,127	106,582	53.34 %	
Corydon's	20,792	20,792	20,792	20,792	20,792	20,792	20,792	25,366	82.00 %	
E. Iverson & Co.	85,708	85,708	85,708	85,708	85,708	85,708	85,708	97,138	86.16 %	
Kahn's Fair	49,592	49,592	49,592	49,592	49,592	49,592	49,592	200	75.87 %	
Klein Bros.	109,235	109,235	109,235	109,235	109,235	109,235	109,235	256,385	42.91 %	
L. L. Klein	5,310	5,310	5,310	5,310	5,310	5,310	5,310	5,310	96.37 %	
Knoop's	6,727	6,727	6,727	6,727	6,727	6,727	6,727	6,727	169.80 %	
Loop's	8,069	8,069	8,069	8,069	8,069	8,069	8,069	10,765	74.15 %	
Loren Miller & Co.	6,446	6,446	6,446	6,446	6,446	6,446	6,446	200	100.00 %	
Luth's	84,426	84,426	84,426	84,426	84,426	84,426	84,426	189,200	44.02 %	
Struve's	19,377	19,377	19,377	19,377	19,377	19,377	19,377	19,377	100.00 %	
The 12th St. Store	9,202	9,202	9,202	9,202	9,202	9,202	9,202	32,103	28.66 %	
J. Oppenheimer & Co.	16,238	16,238	16,238	16,238	16,238	16,238	16,238	71,827	25.39 %	
Phillipsborn's	730,229	730,229	730,229	730,229	730,229	730,229	730,229	1,441,385	50.67 %	
Montgomery Ward & Co.	730,229	730,229	730,229	730,229	730,229	730,229	730,229	1,441,385	50.67 %	
Total.....	2,425,757	840,599	917,864	351,463	503,987	369,137	1,007,034	763,644	7,389,484	33.10 %

{ 1,595,158 more lines than the highest morning paper.  
1,328,723 more lines than the next highest evening paper.

Total in the "Loop".....	2,425,757	840,599	917,864	351,463	503,987	369,137	1,007,034	763,644	7,389,484	33.10 %
Total outside the "Loop"	730,229	5,103	179,784	2,434	149,738	309,137	312,791	61,206	1,441,385	50.67 %
Total of all dept. stores..	3,155,986	845,702	1,097,648	353,896	713,725	369,137	1,400,825	894,850	8,770,700	35.08 %

{ 2,310,284 more lines than the highest morning paper.  
1,746,161 more lines than the next highest evening paper.  
1,212,636 more lines than the highest daily and Sunday paper.  
1,956,388 more lines than all morning papers combined.  
1,344,613 more lines than all Sunday papers combined.

The Daily News printed

The Daily News printed {  
 1,212,636 more lines than the next highest evening paper,  
 1,956,388 more lines than the highest daily and Sunday paper,  
 1,344,013 more lines than all morning papers combined,  
 1,344,013 more lines than all Sunday papers combined.

From which it is evident that the department stores of Chicago, by an overwhelming volume of lineage, join with the other users of Chicago newspaper advertising in adjudging

**THE DAILY NEWS—First in Chicago**

These figures were compiled by the Advertising Record Co., NOT by The Daily News. The Advertising Record Co. is an independent auditing bureau maintained by all the Chicago newspapers.

grounds. As a consequence, his advertising displays were exceedingly uninteresting.

Then he found an artist who used duplicate halftone prints, assembling them into moving ranks. Ten or more would appear to march in line; then again they would dart up into the air, as if in motion. This animation at once awakened the latent possibilities of the advertising. It was a simple expedient but it helped.

The Bridgeport Brass Rod Company has followed some such idea in industrial publications. Sections of brass rods, usually uninteresting, even to those who deal in such products, were suddenly given life, action, speed. Against black backgrounds, they were run back into perspective, until they seemed to reach to the very horizon. There was a countless number of them, rushing straight out of the page at the reader. Action!

How important, how indispensable action is in advertising design, plus the bold feature of a unique composition!

"But what excuse can there be for such exaggerated illustrations?" the exacting person will inquire. "How can you possibly reconcile them to common sense in a common-sense line of business?"

The Bridgeport company solved this little worry. Read this:

"Uninterrupted! High speed machines are not high speed if their production is intermittent. Broken and dulled tools will annul the value of the finest equipment."

And so the speed in the picture is made to serve a useful copy and business purpose, and the uninterrupted flight of thousands of the separate products suggest that they are being manufactured for a great and insistent market.

Into every advertising illustration, or most of them, at least, these speedy "lines" of action and of least resistance can be introduced. And the eye says: "Thank You!"

Philip M. Wolf, has joined the staff of Advertising Industries, Buffalo, N. Y. advertising agency.

## Linoleum Advertiser Directs Use-It-Yourself Copy to Dealers

A dealer who uses in his own store the products which he sells demonstrates to prospective buyers his confidence in his merchandise. This is the message conveyed to dealers in the trade-paper advertising of The George W. Blabon Company, Philadelphia, manufacturer of Blabon Art Linoleum.

At the top of the copy is an illustration of a store window display of wicker furniture, the floor of which is attractively laid with Blabon linoleum. "Do the floors of your window and store help you sell linoleum?" inquires the caption.

"Blabon floors of Art Linoleum properly laid in your window and salesroom will show customers how attractive linoleum is in practical use. An odd size remnant may be profitably used for this purpose at little expense."

"Now is a good time to set your store in order, in preparation for the fall trade."

"Lay Blabon floors. With no cracks and no dust-catching surface they are cleaner; and your display of goods shows to greatest advantage."

The advertising prominently features a reproduction of the Blabon company's label which the dealer is told appears on the face of all its products.

## American Chic Company Reports Larger Sales

The American Chic Company, New York, in its report for the six months ended June 30, 1923 shows a gross profit from sales amounting to \$1,110,377 as against \$899,383 for the first half of 1922. The company's operating profit for the period ended June 30 of this year was \$359,557 compared with a deficit of \$13,242 for the corresponding six months of the previous year.

The company's products are Chiclets, Yucatan, Black Jack, Adams Pepsin and Beeman's Pepsin chewing gums.

## Trade-Marks Barometers

The Taylor Instrument Companies, Rochester, Tycos thermometers, have applied for registration of the trade-mark "Stormoguide" for use on barometers. While no heavy advertising campaign is contemplated, a certain amount of space will be used during the fall and winter months. F. M. Herrick, advertising manager, informs **PRINTERS' INK**.

## New Campaign for "MJB" Coffee

A campaign on MJB coffee, manufactured by the M. J. Brandenstein Company, San Francisco, is scheduled to start about September 1 in firm journals and newspapers of the Pacific Coast and Southwest. The account is directed by the Berg Advertising Agency, Fresno, Cal.

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**COLOR** *changed old ideas  
of selling goods*



GONE is the idea of biscuits, or raisins, or dates in bulk, to be bought from an open barrel or box or wrapping of braided reeds. Figs used to come to market impaled on long, thin sticks and packed closely together, covered with a kind of matting. That was the oriental idea. The white man changed it, with the help of the women who buy.

Color made possible the modern package. The different hues adopted by individual manufacturers and factors not only attract the eye, but make people remember certain trade-marked goods in containers of unique design. Few stop to realize how great an influence color is in determining preferences for many commodities. Color controls rigidly.

**At Color Printing Headquarters** color is made to work unceasingly for more sales of more goods. It is used for millions of folding boxes and labels for thousands of fine products, known the world over for their upstanding quality and dependability. And we create trade-names and trade-mark designs that can be registered without fear of interference.

Our trade-mark bureau lists 750,000 registered and unregistered trade-marks, all accessible for quick comparison. Thousands of trade-names and trade-marks have been investigated. This service is without price. If you use color printing in large or small lots, or need trade-mark advice, knowing us may pay you. We respond promptly to any call.





*We serve the whole Country  
through plants at*

CINCINNATI  
BALTIMORE  
BROOKLYN

**THE UNITED STATES PRINTING  
AND LITHOGRAPH COMPANY**

*Color Printing Headquarters*



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# Sing a Dirge for "Do It Now!"

And for Most of Those Other Time-Worn Phrases Used in "Action-Compelling" Letters

By S. C. Lambert

THE ancient Greeks, you may recall, were wont to govern themselves by the admonition "Everything in moderation!"

I cannot help but recall that same, sensible motto when I read some of the hectic, nagging sales letters that find their way to my desk. Every mail brings a new supply of these energetic missives, each seeking to convince me that unless I hasten to fill out the enclosed postcard before the clock ticks out another sixty seconds, Opportunity, discouraged and broken-hearted, will surely forsake me for a million years and ten days extra.

A particularly flamboyant example of this type of letter has just come to my desk. It winds up with this solemn adjuration: "Mail the application blank *this very minute* or you may forever lose this unparalleled opportunity." Inasmuch as this particular company has been doing business for fifteen years or more, I am taking a gambling chance that the "unparalleled opportunity" will not desert me until after lunch at least. So I have put the letter aside to write a few paragraphs for PRINTERS' INK.

Honestly, now, don't you folks believe we have had about enough of that sort of thing? Don't you believe the time has come to sing a dirge to "Do It Now!" and most of those other worn and weary phrases that we are pleased to class under the general head of "action-compelling copy"? These phrases had their day in a period of time when people were actuated by hysteria rather than reason. Then the shouted command to "Mail this card right now—today—this very minute" had some effect. But sales letters have been shouting for so long now that they have grown a bit hoarse. Times have changed. And our letters must

change with them. Nobody pays much attention to our wild and weird pleas any more.

After a deluge of these over-enthusiastic letters it is a downright pleasure to receive one such as I recall reading a day or so ago. The letter said its say in a frank, straightforward manner, and then ended with the simple statement, "An application blank is enclosed."

The unpretentious conclusion of that letter aroused an unconscious respect and admiration for the house that sponsored it. The concern immediately was placed, in my mind, upon a higher plane than its army of petty, wheedling competitors. It had sufficient reliance in its proposition—and in my intelligence—to state its case and leave the decision to me, without undue urging or cajoling.

## THE VALUE OF THE ART OF REPRESSION

The longer I live in this world the more thoroughly I become convinced of the practical value of the art of repression. Consider for a moment the type of personal salesman who has the greatest hold over you—the man to whom you gladly give your patronage. Is it the loud, blustering salesman—the man who has a "special confidential proposition" that must be acted on right away—at once—without delay? Certainly not. Such a man impresses you in a decidedly unfavorable manner. You dismiss him as soon as you can—without an order. Over-insistent letters impress you in just about the same way—and they are so much easier to dismiss!

The letter-salesman—and the personal salesman—to whom you give your confidence, must possess that calm, self-possessed assurance that inspires whole-hearted belief.

And above all else he is master of the art of repression—the price-less knack of making you feel that the thing he has to sell is a whole lot more important to you than your patronage is to him. Almost every day we meet these confidence-inspiring salesmen in person. But it is only at rare intervals that we find the art of repression employed with telling effect in sales letters.

Out of my files I have dug up four letters, sent out by a large Middle Western manufacturer. I regard these as unusually powerful letters. I happen to know, too, that they proved remarkably effective missives in their field. The concluding paragraphs, given below, in each case will serve to illustrate my point. Perhaps I should explain that the letters were written to announce a research service which the company's laboratory is rendering, free of charge, to the industry.

We don't urge you to do business with us. That isn't *our* way of doing business. But we would like mighty well to have you *investigate*, and get the facts and figures. And, of course, we would be particularly pleased to have you do so right now—today—while the convenient postcard is on your desk, and your fountain pen is within easy reach.

We want you to use this service. It belongs to you. No cost or obligation. It is not even necessary to be a customer in order to participate. We do not conduct this service for the purpose of "buying" your trade. We know that some day, when you investigate and get the facts and figures, you will decide that we are the sort of folks you want to do business with.

We have no desire to rush you or to force your decision. But if you feel that "now is the time," the handy postcard will bring the complete story.

We have not confined this service to customers of our company. Why should we? If we have a worthy product, at the right price (and we KNOW that we have), why some day you're bound to investigate. And then you will become a customer as a matter of course. In the meantime we want you to enjoy our service to the limit.

If you feel that you would like to know more about us and our proposition—and you want to know right now—why, it's a very simple matter to write your name and address on the convenient postcard and send it in to us. Your inquiry will be warmly welcomed.

This service is offered without cost or obligation to you. You need not even

be a customer of this company in order to take advantage of it to the fullest extent.

But there are so many good reasons for being a customer that we feel sure you will want to do business with us. If you will fill out and mail the handy postcard we'll be glad to send you facts and figures. That's the first step.

Suppose you do it right away.

This "we-can-afford-to-wait-if-you-can" attitude has brought many a prospective customer to terms, who would not have been impressed at all by ordinary sales-letter tactics.

Let me make clear that I am not opposed to action-compelling paragraphs in closing a sales letter—particularly on a mail-order proposition—providing they are action-compelling. The thing I am fighting is a meaningless jumble of empty phrases that have no effect whatever in inducing the reader to take definite and immediate action.

There are to be found many examples of what I consider a legitimate and very effective use of the action-compelling conclusion. Letters that fall in this classification do not simply tell the reader to "Do it now." They give him a logical *reason* for immediate action.

A reason for immediate action is given in this closing paragraph from a four-page illustrated letter sent out to dealers by the Vocalstyle Music Company:

Turn the page now—read the startling story of Vocalstyle and what it means to you. Then sign and mail the postcard for the most interesting dealer proposition you've received in many a day. Do it right away—and be prepared for your full share of the BIG summer business.

The following straightforward talk made friends for a well-known furniture house. It was sent to a selected list of merchants.

Within the pages of the enclosed pamphlet there is cheering news for the dealer who wants to sell the merchandise that people want to buy. There can be but one "best," you know. This pamphlet does not idly claim that our line is best. It *proves* it, point by point, before your very eyes. Turn the pages and read the record.

Then, when you have quite finished the story, you will find a convenient postcard tucked away in the pamphlet.



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St. Louis  
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to spend  
Municipal  
Improvement



## The 49th State

Add this new commonwealth to your map. It's a circle—diameter 150 miles.

Call it "Globe-Democrat Influence." The capital St. Louis.

The population exceeds 4 1/4 millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire state. No other single newspaper even claims such average.

**St. Louis**  
the City with  
**\$87,000,000**  
to spend on  
Municipal  
Improvements

Here is the typical suburb, . . . a town of homes—homes of St. Louis business people (to a large extent) who seek the rest and comfort of domestic life away from the city.

Two railroads, two interurban lines and excellent roads bring Kirkwood folks to St. Louis in forty-five minutes.

Kirkwood is well-to-do, with bank deposits of \$1,100,000. Her people, besides having access to St. Louis stores, have these local advantages:

- |                             |                    |
|-----------------------------|--------------------|
| 4 Auto Dealers and Garages  | 3 Drug Stores      |
| 10 Grocery Stores           | 2 Hardware Stores  |
| 3 Building Material Dealers | 2 Jewelers         |
| 2 Shoe Stores               | 3 Dry Goods Stores |
| 2 Men's Furnishings Stores  | 2 Confectioners    |

How can you tap Kirkwood's buying power? . . . Naturally through advertising in the Globe-Democrat, the only morning newspaper of St. Louis. This newspaper of the district is read by Kirkwood's representative people—dealers and consumers alike.

Circulation in Kirkwood:  
Daily—1075; Sunday—1008

# Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, . . . . . New York  
Guy S. Osborn, . . . . . Chicago  
J. R. Scolaro, . . . . . Detroit  
C. Geo. Krogness, . . . . . San Francisco  
Dorland Agency, Ltd., . . . . . London  
Asso. American Newspapers, . . . . . Paris

We could not be satisfied unless we gave St. Louis her BEST Newspaper.

Your name and address on this card will bring full particulars of our interesting proposition to wide-awake merchants. No cost or obligation. And this *might* prove to be the very proposition you have been looking for!

In a somewhat similar letter, the McDougall Kitchen Cabinet Company puts the proposition up to dealers in the following manner:

This sales plan is fashioned for those open-minded merchants in every community who never let a good thing get past them. If this definition fits you—and if you want to make more money from kitchen cabinets than you ever made before—just put your name and address on the card, and drop it into the nearest mail-box.

We'll do the rest.

Much of the success of this letter, I believe, is due to the way in which it plays up to one of the most powerful of human emotions—vanity. The merchant is told that this proposition will appeal to open-minded folk who are shrewd enough to recognize a good thing when they see it. Well, I'll wager that you have never in all your life met a man who would voluntarily declare that he was either dull or narrow-minded. Ergo, the proposition fits Mr. Reader just as though it were made-to-measure for his mind. This is something intended especially for him. Therefore, he signs and mails the postcard—and lives happily ever after.

In presenting a matter which requires considerable reflection before a definite decision can be reached—such, for example, as enrolling for an educational course—experience has proved that it is often wise to sum up the proposition in the concluding paragraphs and end the letter abruptly by a frank question—a question that will force the reader to put on his thinking cap. This is the plan followed by a large commercial school in addressing high school graduates and other young folk. Here is a typical instance that is worth consideration:

Go back to the first paragraph. Read this letter again, slowly and thoughtfully. And then take *three minutes* by the clock to think the whole thing over.

You can't get around the fact that lack of *specialized training* is your greatest handicap to happiness. And

you CAN banish this handicap RIGHT NOW.

What are you going to do about it?

There are many instances, of course, where it is absurd to expect immediate action as the result of a sales letter. It is scarcely probable that a letter would induce the immediate sale of an automobile. The Oldsmobile folks realize this, and in a series of educational letters to owners of four and six-cylinder cars, they have eliminated entirely any suggestion of the "act-at-once" theme. Their idea is merely to stress one definite point in the concluding paragraph of each letter. Here's the way it works out:

It is possible only in an eight to get that smoothness of operation, flexibility and performance so necessary in the congested traffic of today. In these days of congested traffic and small parking space, the Oldsmobile light eight is the most practical car on the market in its price class.

Suppose you came to your office some morning after the usual traffic trouble with your four-cylinder car and found a letter such as this one in your morning mail. I fancy you would be a bit interested, don't you? You might doubt that an eight-cylinder car would solve your problem, but at any rate, the chances are you would *investigate* at the earliest opportunity. And that's all any present-day manufacturer has a right to expect.

### Kresge Sales Show 17.23 Per Cent Gain for July

The S. S. Kresge Company retail chain stores, for the month of July reports sales of \$5,745,442, an increase of 17.23 per cent over the sales reported for July, 1922.

C. B. Van Dusen, vice-president and general manager, R. R. Williams, vice-president in charge of the merchandising and buying departments, and P. T. Evans, vice-president in charge of store managers and personnel, have been appointed members of the board of directors.

### Chinese Publications Appoint H. H. Conger

The *Garoot Express*, monthly, and the *Shun Po*, Chinese daily newspaper, both of Peking, have appointed H. H. Conger, publishers' representative, Los Angeles, as their representative.



## *Speaking of Reader Interest—*

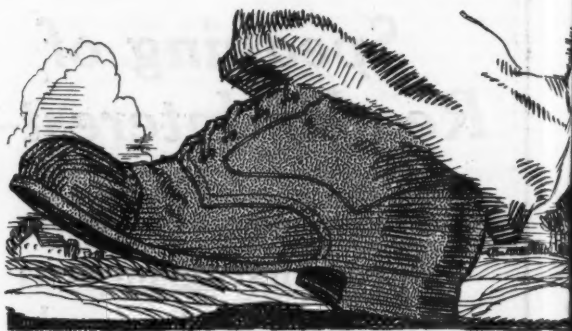
In Chicago the newspaper that champions the cause of the people—that appeals to no creed or clique—but gives the news as it finds it—fearlessly, accurately—is the

**CHICAGO  AMERICAN**  
EVENING

**A Good Newspaper**

This factor in reader interest does not appear on a circulation report—but it spells

**C-I-R-C-U-L-A-T-I-O-N**



## Sell Shoesto

Very conservative estimates show that farm families spend more than 350 million dollars a year for boots and shoes.

This demand is well worth cultivating. Boot and shoe manufacturers who will advertise their product to the farm market will find the results more than justify the advertising investment.

They will find it easier to secure dealer distribution, because dealers in rural territory know the bulk of their trade is with the thirty-five million people who live on the farms.

Experience has shown that where shoes have been advertised for a period in farm papers, the advertised brand leads in sales in the territory covered by the farm papers that are used.

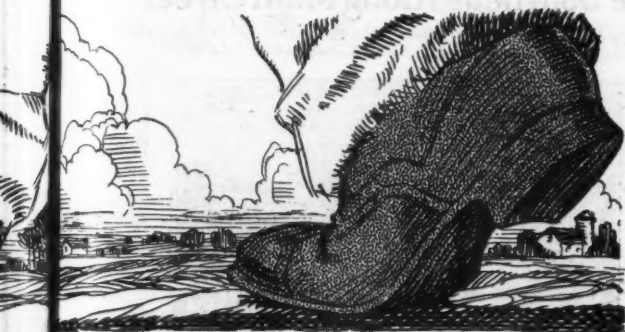
Farm papers are an effective medium for adver-

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# esto Farmers

tising, not only shoes, but clothing, furniture, food products, hardware—anything the farmer uses.

The manufacturer who enters the farm market, secures a permanent and prosperous buying circle that will be an important factor in increasing the stability of his business. He is nationalizing his product by securing distribution over a territory that cannot be reached by dealers in the large cities.

Ask your advertising agency or any farm paper publisher for figures showing how farm papers can open a market for you at the lowest cost per dollar of buying power.

## Agricultural Publicity Committee 76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the **Agricultural Publishers Association**. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.

## Little Journeys Along Main Street



### A Tip From Kelley

"We sell 75% of our Hart, Schaffner & Marx clothes to our farm trade," says Mr. Kelley of the Hoffman & Kelley Company, "because we have made an extra effort. It would be easier if manufacturers would use farm magazines in their advertising."

The Hoffman & Kelley Company is located in Watertown, Wisconsin, which lies about 50 miles west of Milwaukee in the center of a prosperous dairy farming section. It has 9,299 inhabitants, but its trading population, including farm families, is about 30,000.

The average annual retail business, according to 25 dealers in Watertown, is \$2,575,000. This is divided 35% from town customers and 65% from farm families in surrounding territory for a radius of 16 miles.

There are hundreds of Mr. Kelleys in hundreds of live trading centers in the Middle West. Back them up by advertising to their best customers in farm publications.

## THE FARMER'S WIFE

A National Magazine for Farm Women  
SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.  
26 Madison Ave., New York

STANDARD FARM PAPERS, Inc.  
Transportation Bldg., Chicago

# Questions to Decide before Starting to Educate the Clerk

Companies That Have Made Successful Use of Correspondence Method Tell of the Procedure

By Henry Burwen

A CERTAIN manufacturer is considering a correspondence course for the clerks of his retail dealers. He is immediately confronted by a number of questions. Should it treat of the manufacturer's line exclusively, or of the paint business in general? To what extent should it deal in technical information, and to what degree should it deal with the general principles of salesmanship, personality, self-development and so on? Should it include examination papers? Should it be sold or given free?

Similar questions would confront any concern thinking about retail clerk educational work—and in spite of what has been done by some of the leaders, there is still plenty of room in that field. We can find partial answers, at least to some of these questions, in the experience of a number of concerns that are running instructional courses. We cannot, perhaps, draw absolutely definite rules which will apply to any case, but we can at any rate see what is the practice in relation to such questions as have been mentioned and how it is working out.

The first question is: How broad should the course be? Indications are that the broader treatment will have a better chance for success. A course dealing with the manufacturer's own line exclusively is apt to be regarded more or less as are the catalogues and other printed matter of the concern. When the treatment is of the general line, the retailer and his clerks recognize it as an unselfish effort to help them. This view is confirmed by the practice of a number of concerns.

The O. G. Hansen Manufacturing Company put out a course in

glove selling which has been very successful. "Throughout the course," the company reports, "we have not unduly stressed the merits of our particular line except by 'induction,' as we might say. The only place our name appears is in the embellishments of the covers and in one or two places in the text."

## THE ARMSTRONG CORK COMPANY'S PLAN

The Armstrong Cork Company's course on linoleum selling also deals with the linoleum business in general. Its aim is to improve the batting average of the retail sales clerk on the theory that this will automatically increase Armstrong sales, and so it has worked out. In this case the course is really a general course on salesmanship applied to the linoleum business. The name of Armstrong appears more frequently than is indicated in the Hansen course, but it is not the big theme. In one of the books, for example, describing how linoleum is made, the process is given as applying to various types of linoleum. The illustrations, of course, are views from the Armstrong plant, and in the text where mention is made of some of the things that produce varying qualities the facilities of their plant in these respects are mentioned. That part of it, however, is properly subdued so that one reading it does not get the impression that he is reading an Armstrong catalogue. Primarily the purpose of the course is educational on linoleums in general. Through it the company aims by indirection to secure general appreciation of the line, the house, the policies and the service.

Likewise the course of the House of Kuppenheimer is one

devoted to clothing in general and might be applied to another line as well as its own.

That this breadth of treatment is not, however, a necessity, is demonstrated by the case of the International Corset Company, in which case the instructional course applies to the company's merchandise exclusively. The course, however, deals largely with the fitting of corsets and touches only lightly upon salesmanship, stockkeeping and advertising. The company makes a special type of corset and the information given applies to it alone. This, however, might be set down as the exception that proves the rule. For special reasons the course is fundamentally one that deals with the technical phases of the proposition, and as the International Corset is unlike others, there is a reason for confining the course exclusively to its own goods.

The answer to the question of how broad the course should be depends largely upon the closeness of the relations between manufacturer and retailer and whether the line is one of a number of similar kinds or holds exclusive place for its class in the store. The nearer you come to the latter situation the more may the course be narrowed down to the manufacturer's own goods.

As a general thing, however, it may be taken for granted that the course which gives the dealer and his people something besides that which relates to the manufacturer's line is going to be more readily received.

Now, the second important question in preparing such a course is, to what extent it should deal with general theories of salesmanship and to what degree it should contain technical information about the goods. Perhaps the best way to see what is being done in this respect is to take a glance at the contents of one or two of these courses. In the Armstrong linoleum course the contents run like this:

History of Retail Selling.  
The Three Factors of a Sale.  
The Mental Law of Sale.

Arousing Interest.  
Closing the Sale.  
Introducing Further Purchases.  
Getting After Business.  
Gaining the Customer's Good-Will.  
Requirements of an Efficient Salesman.  
Attracting Attention.  
Selling Linoleum.  
Initiative.  
Sound Judgment.  
Self-Control.  
Self-Analysis Charts.

This course deals to a considerable extent, as will be observed, with the general phases of salesmanship in the early parts of the course, applying them throughout with examples from the linoleum business. A great deal of attention is given to such subjects as initiative, judgment, the psychological steps in the sale.

The Hansen glove people have leaned more in the opposite direction. Here is the way the subjects run in the seven booklets comprising their course:

Guideposts to Glove Profits.  
Romance of Leather.  
Glove Craft.  
Sizing Up Customers.  
Display.  
Fitting and Handling Gloves.  
Sales Initiative.

"We have not endeavored," this company states, "to go very deeply into the general phases of salesmanship, on points such as personality, initiative, etc., treating these subjects in a limited way only in the latter half of our course. We felt that part of the subject should be left to the regular books on salesmanship. What we aimed to do mostly was to supply retail sales people with a knowledge of gloves, how they are made, where the raw material is secured, and how the merchandise should be presented to customers."

"Those parts of the course that we have found most helpful in increasing sales have been the booklets on glove display, how to take care of gloves properly and developing sales talks."

This last statement summarizes what is most important for the retailers' course. The practical stuff, the actual selling talk, the how-to-do-it material, should be brought well to the forefront. In

**86%**  
**coverage in  
its trading  
territory**

*Only One Big Daily Equals  
Thoroughness of Detroit News*

**I**NTENSIVE COVERAGE explains better than any other phrase the reason for the supremacy of The Detroit News in advertising. Only one other metropolitan paper in America covers its city and suburban territory with anything like the percentage possible through the circulation of The Detroit News. Few cities in the United States, therefore, offer anything like the economy in advertising available through The Detroit News. Only a half dozen newspapers of importance have a lower milline rate than The Detroit News. Detroit, through The News, truly offers advertisers an exceptional opportunity.

## **The Detroit News**

1873—FIFTY YEARS OF PUBLIC SERVICE—1923

*Greatest Circulation Daily and Sunday in Michigan*

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this connection the experience of a well-known sales instructor might be interesting. His courses originally dealt with the salesman as the first element of the sale, treating of self-analysis and the development of personality. After considerable experience he found that the interest of the student was held better if that part of the instruction were moved to the latter part of the course. Getting into the practical side of the subject in the beginning gripped the interest harder and built a better foundation for a proper attitude toward the inspirational side of the subject. As a general rule the manufacturer would do well to stick fairly close to the practical parts of his subject. In the Armstrong linoleum case the circumstances were a bit exceptional in that the company employed an outside man to write the course in collaboration with its own people. Inspirational material is valuable if it can be got over; advertising the name of the writer in this case helped to give it proper reception—such, in fact, that the Armstrong people have to date over 6,000 enrollments in 3,000 stores, with much evidence of valuable results.

The problem of examination questions is really a problem. Without them a course is not a course but a series of books. That is not to say that a series of books is not an excellent thing; in fact, it may be just as well as the other—the reason being it is generally found that only a small percentage of students answer such questions. This is true of all correspondence courses on salesmanship and merchandising, not alone manufacturer's courses; so the manufacturer need not feel his course is a failure if he finds that only a small percentage of his students take the trouble to send in papers. The Hansen people find that about 10 per cent return the answers to the examination questions. These questions are printed on a postcard enclosed with each book, the questions being of such nature as the following:

Discuss briefly your impressions gained from No. ....

How do positive suggestions help in building up glove sales?

Why does it pay to give your patrons practical hints on glove wear and care?

In another case the papers returned average about 15 per cent. Very often students turn in the first few and then fall down. That, however, is no indication that they are not studying the course.

One way of increasing interest in examination questions is to make them more than reviews of the contents of the text, to make them deal with real problems in the application of the principles presented. Thus if the text presents the fundamental principles of display, with illustrations, the student may be asked to work out an idea for a new display not covered in the text. Or the student may be asked to write answers to objections not given in the text.

The Armstrong people frankly recognized the difficulty involved in the examination papers and omitted them from the course.

The manufacturer who goes in for a real and regular system of handling examination papers must be prepared to go to some expense, for if they are dealt with only casually the student quickly comes to the conclusion that the time and trouble is not worth while. If, on the other hand, he finds helpful comments, something to make him feel that he is getting some benefit from his work, his interest is maintained.

Alfred Decker & Cohn, in a manual on selling clothing, have a series of "self questions" which they suggest the student ask himself, such as:

Am I making sales or customers?

Do I show too many patterns at a time?

Do I ask foolish questions or go ahead?

Do I know when to show more patterns?

Do I get a try-on as soon as possible?

Have I made a study of little things?

Most of these manufacturers' courses are given without charge. When such is the case they are not scattered broadcast but sent only to those who really desire

## "How Many Macy's?" asks the "World"

"Rowland H. Macy grew with New York," it adds, "and the vast business that bears his name to-day is a monument to the foresight of himself and the great family of merchants who came after him.

"Somewhere among the thousands of retailers of the city there may be other Rowland Macys awaiting their opportunity."

Of course there are. The "World" is right in saying that they will find advertising a powerful ally. One thing is understood—the man who would win a great success needs a great theme to advertise.

Mr. Macy found such a theme in his one price policy, and in his buying and selling for cash. By sticking resolutely to that policy, he made his prices the lowest in New York.

It was a great theme. New York's largest department store has been built upon it.

Copyright, 1923, by R. H. Macy & Co., Inc., Herald Square, New York

**W**HETHER the theme be a great one, or a modest one, many thousands of New York merchants have found a friend of forty years' standing in

**The  The World**

MALLER'S BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

FORD BUILDING  
DETROIT

MARKET AND THIRD STS.  
SAN FRANCISCO, CALIF.

TITLE INSURANCE BLDG.  
LOS ANGELES, CALIF.

SECURITIES BUILDING  
SEATTLE, WASH.



Research—  
*an essential part of*  
“Advertising  
Well Directed”

**CAMPBELL~EWALD**

NEW YORK

DETROIT

CHICAGO

CO

**M**EN AND WOMEN, trained in the collection and compilation of essential facts, are constantly going forth from the Campbell-Ewald Company in search of information and statistics for this company and its clients.

From the farmer at his plow, they learn the conditions of farm life, the ability and the willingness of the farmer to buy various products. From the housewife in her home, they learn woman's attitude toward aluminum ware, pianos and closed cars. From the business man, the broker, banker, the professional man, the motor car owner—from the library and the laboratory—they gather and visualize the changing attitudes of modern life toward everything from alarm clocks to limousines.

The invaluable service rendered this agency and the businesses it serves by the work of these investigators, is readily appreciated. It not only prevents the waste of thousands of dollars in ill-advised publicity, but it insures the maximum returns from every advertising dollar spent—it is the inner secret of "Advertising Well Directed."

**DAYTON** *Advertising*

DAYTON

TORONTO

them. A manufacturer giving a broad course on the subject which is not confined to his own products exclusively might be justified in making a charge, and in some cases this has been possible. The Kuppenheimer course is sold for \$3. Very often the proprietor of the store refunds this sum to the student when he has finished the course, but the company does not permit the proprietor to pay for it in advance; the theory, of course, being that when the student pays for it he is much more apt to appreciate it.

Several years ago the United Drug Company got out a correspondence course in drug salesmanship and merchandising. It was prepared and handled by an outside organization and sold direct to clerks and proprietors of Rexall stores by this organization under its own name with the help of the company, at \$15 each. The course consisted of fifteen pamphlets, examination questions and problems, and an advisory service. Several thousand of these were sold. This, perhaps, will be an indication of the possibility of charging for the course. The drug company found that many proprietors were glad to pay half the tuition fee; when this was done there was usually no great difficulty in persuading the clerks to take it. This 50-50 arrangement between proprietors and clerks will generally be found productive. It is a small sum for the proprietor and puts a kind of moral obligation on the clerk, for he indirectly confesses to lack of ambition if he turns down the employer's offer. The employer, in such case, should be approached first.

Again the determination of this question rests with the breadth of the course, its importance in the business life of the retail dealer and his clerks. The United Drug course, for which a \$15 charge was made, was one dealing with every phase of the retail drug business, presenting the general principles of salesmanship and merchandising and applying those in detailed manner to each indi-

vidual department of the drug store. Likewise, in the case of Kuppenheimer, who makes a charge of \$3, the course is on selling clothing in general, covering the entire business of the dealer.

These experiences will perhaps suggest to the manufacturer who is considering furnishing an instructional course for his dealers and their clerks that it is desirable to pause, think, and then proceed carefully if one is to insure producing something that will really get over with the prospective students and accomplish something for the manufacturer.

The mail course can be made a really valuable influence for good all around. As witness of this are the statements of numerous manufacturers. The International Corset Company, for example, says: "Many instances can be pointed to where sales have increased two or three hundred per cent." The Hansen glove people state: "We plan, as soon as our present edition is exhausted, to lay out the course with revisions to date and incorporate it as a permanent part of our sales service to our customers. It has certainly paid and it is something which our customers do appreciate, according to their own statements. Some of our customers have informed us that the points gained from the course have enabled them to as much as double their volume for a given period of time." The Armstrong Cork Company reports: "A good many real sales people have written us that they received a great deal of benefit from the course, and our men in the field have heard a great many favorable comments. We are now planning a new edition of 10,000, which is pretty good evidence that we regard it as worth while."

### Maxwell Motors Reports Profit

The Maxwell Motors Company, Detroit, Mich., in its report for the six months ended June 30, 1923, shows net profits amounting to \$3,072,532, after taxes, insurance, depreciation and other charges.

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## Cleveland— the EVENING paper Town

CLEVELAND has four daily newspapers, with 253,378 EVENING and 121,397 Morning circulation in "GREATER CLEVELAND."

The PRESS alone has FORTY per cent of this circulation and SIXTY per cent of all the EVENING circulation.

The PRESS, 189,397, has the largest daily newspaper circulation in Ohio.

Cleveland is an EVENING paper town and the PRESS is its leading contact between ANY-class advertising and EVERY-class home.

**The Press**  
*First in Cleveland*  
A Scripps-Howard Newspaper



# Specify The Cleveland

## Exhilarating!

National advertisers increased their PRESS lineage 43% in June '23 over June '22. No other Cleveland daily paper equalled this record because none has within 35,000 of the PRESS' "Cleveland Market" circulation.

**There** First and  
A Scripps Newspaper

RT

ed Press Next Winter!



First and  
**Press**  
ps - Newspaper



## Cleveland— the EVENING paper Town

**T**HE CLEVELAND PRESS, 189,397, has the largest circulation of any daily paper in Ohio, is read by 94% of all the English-reading people in "Greater Cleveland," and its National Representative is

ALLIED NEWSPAPERS, INC.  
52 Vanderbilt Ave., New York

With branches in

Chicago  
Cincinnati

Cleveland  
Atlanta

San Francisco  
St. Louis

# The Press

*First in Cleveland*

**A Scripps-Howard Newspaper**

One of the  
SCRIPPS-HOWARD NEWSPAPERS  
Including the Scripps-McRae League



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# How Salesmen Can Be Induced to Tighten Up on Their Slack Time

Waste Minutes Can Be Turned to the Firm's Account through Diplomatic Exercise of Ideas

By William B. Leach

EVERY salesman, however conscientious he may be, has his slack hours, either at the home office, or while on the road. And it has ever been a problem to tighten up on this slack, and make it serve a constructive purpose.

"You can't expect a man to be working all the time," is a threadbare observation. Competent salesmen today are eager to make every minute count, and if, for some unexpected reason, a man is held in the office for an hour or so, he should be the last to defend thumb-twiddling.

The moment they appreciate it is really a loss to themselves, they think differently on the subject. Wasting the firm's time may not serve as an argument, but a salesman really works against his own best interests when he does not fill in the time chinks—doing something.

I have approached my men on this basis. I tell them that if they have a loose-end hour, it might be possible during that period to do something or think of something which would double their earning power.

About a year ago, our vice-president did some quiet checking up which proved embarrassing to all of us. He had one of his private office staff keep tabs on the hours salesmen spent "just waiting" or "just sitting around." These figures, presented to me in bulk, were startling. When you translated them into dollars, it was a bad showing. The men agreed to this. They had not realized it themselves.

The memo sent to me at the time was unforgettably just. It said:

We do not ask the salesmen to build empires while waiting for a telephone call, but we do feel that these odd minutes, now wasted, could be turned

into dollars for the men themselves. A salesman need not be actually *selling* all the while—there are other things he can do, with profit to himself, first, and to us, indirectly.

Here were ideas I had not carefully considered. And, working from the thought that a salesman can do other things than sell, I began to study ways and means of tightening the time slack, both at the office and when men were sent out of town. A number of interesting possibilities were soon developed.

## GETS ADVERTISING HELP FROM SALESMEN

One of the most satisfactory ideas was securing sales force collaboration in the matter of our advertising. We had bradded pads made up, six by twelve, with top wording which said: "Advertising Memo. Write down your reactions to our present campaign in all its phases." Then, on one side, there were ten little boxes containing questions related to the connection between the company's advertising and the work of the sales force. Comments were solicited. These pads were kept on desks, always within easy reach, always within view. The same pads, in duplicate, were taken by men on the road.

We found that a salesman with a few minutes of leisure time on his hands, would almost invariably see the pad and give it consideration. The pages were removed every day, incidentally. From the aggregate of these pads we have secured some invaluable advertising material. Many suggestions have been accepted and put into operation.

Prizes are offered to our salesmen for form letters to be sent to the trade. A salesman may submit as many as he pleases, and

the cleverest letter is used. One is posted every week. In order to keep interest in the idea alive, our officials often supply themes, around which the men are to write.

Competition here is keen. You'll see a salesman busily engaged in composing letters when he has a half hour between calls. The incentive is there to do something and to do it as well as may be. The fact that one of our cubs won for five consecutive weeks put the others on their mettle.

We feel that salesmen are in a position to give us new thoughts, new blood, on our business correspondence and several highly competent letter-writers have been dug up in this manner.

A great deal of interest has been taken in our system of providing local newspapers which come from the larger cities and towns covered by certain salesmen. Thus, if a man visits a string of Southern cities, such as Atlanta, Charleston, Macon, Griffin, Anniston, Jacksonville, etc., we subscribe to daily papers from those points and they are placed on the desks of the men who claim that territory. When a salesman has just returned from the road or is scheduled to go out again soon, we see that the papers are accessible to him over a given period, and it is suggested that he may study them, with profit, in their relation to certain customers.

Salesmen are constantly picking up news items relating to customers. The advertising of the customer is closely watched as well.

To show how this works out: Not long ago, a salesman happened to come upon a news item in a Georgia paper, telling how a certain merchant—the largest in the State—had been burned out, lock, stock and barrel. But the natural enterprise of the man prompted him to start a makeshift store down the street, where business was being conducted, after a fashion.

Immediately the salesman wired the merchant, voiced his regrets

and offered to send express shipments and to speed up adjacent jobbers, where it would help. Mr. Merchant was interested in the unexpected enterprise of the salesman. How had he learned of the fire?

When a salesman keeps tabs on the personal, as well as the business news of a customer, it makes the best possible selling ammunition. Human nature enters in. We all rather like to have our own little problems and achievements noticed. The local newspaper is a bringer of these items.

The moment those newspapers, published in towns on a salesman's list, began to arrive, you would see the salesman poke his nose right into the midst of them with feverish interest. The cost of this idea was as nothing compared with the good which resulted. It is possible to run across one news item in a "home town" paper which will mean a handsome order or a cemented business friendship.

#### SALESMEN ARE NOT DELIBERATE TIME-WASTERS

Salesmen do not deliberately waste time because of an inherent tendency or desire to do so. Lack of directed imagination is largely responsible. To keep busy all the while requires imagination. Certain types of mind require direction. They must be fed with ideas.

We never insist that salesmen use these suggestions of ours, nor do we drive them, but we make the accumulation of little work-themes so attractive that no whip-lash method is necessary.

And almost invariably we put across the suggestion that these policies are more for their own good than for our own. The salesman can make himself more valuable—to himself. An idea originated by us the early part of this year has put the sales staff actively at work when it might have been playing on the road, and supplied the firm with data which I do not believe could have been secured in any other man-

## A Gain in Advertising Lineage of Over 73%

The October issue of Hearst's International Magazine contains over 73% more paid advertising than the corresponding issue of 1922.

This is conclusive evidence that advertisers are according due recognition to the marked circulation gains that are being registered by this publication.

***Hearst's International Magazine***  
A LIBERAL EDUCATION



ner. On tinted stock, with hand-drawn embellishment, we drew up a series of "Official Reports," consisting of letter-size sheets in three folds.

"Be a Babson" was the general thought. We asked our men, while out after business, to give us weekly reports on how they found conditions in general. We made it clear that we wanted *their* specific reactions to what they observed in various parts of the country. Some of the queries were:

- (1) How do you find business in your territory?
- (2) What are the crop outlooks?
- (3) Are farmers in an optimistic frame of mind?
- (4) What is the Presidential-timber echo in territory covered by you? What is said about Mr. Ford in this regard?
- (5) Are your customers cheerful in their attitude regarding the next six months?
- (6) Are people buying—normally?
- (7) What is the gossip regarding business in the hotel lobbies and on trains?
- (8) What do you think of the business prospects for the next six months, from actual contact with people in your specific territory?

It was very gratifying to find that the men enthusiastically wrote out their answers and observations and did it most conscientiously. Here was a tangible assignment. The salesmen were rather proud to be looked upon as "Business Reporters" and embryo Babsons, in their own right.

They frankly admitted that at the close of a day or in-between times, they took out their colored sheets and filled them in with live data. And it should not be overlooked that infinite good came from the reports. We gained an almost priceless and exclusive résumé of conditions in all parts of the country, from an unbiased source. The home office is using these reports to wonderful advantage. The meat from them is assembled, edited, cut down and issued on cheap paper in booklet form, when it is then handed out individually to all members of the sales department.

Very much the same idea is used in connection with keeping track of what our competitors are doing. When you wait for a man

to get home from the road, he has forgotten a great deal. If he jots it down when it is fresh in his mind, the facts are much more illuminating.

Thus, an entirely separate set of sheets for use in between times has to do with our competitors. Questions are asked, such as:

Whom do you consider our most formidable competitor?

What accounts for their strength?

Are they getting out any new lines or changes in old lines and did you hear any rumors of novelties to come?

In what towns did you find competition keenest?

Where do our competitors seem to get the best of us, as you see it?

Do you meet with criticism of our goods or our service? Of what character is this criticism?

Here again, salesmen took the time and the trouble to write out reports largely because the questions were live and interesting and because there *were* questions. Prior to this, we asked men to "make out reports." They seldom did so, because there was no starting point. They really required directing and an inspiration. Moreover, these documents, in their printed form, had an "important, official look." A salesman had the feeling that he was writing a piece of world history.

I repeat—salesmen will not deliberately waste time if they are shown how to take advantage of these spare minutes. But you can't "leave it to them" and their own initiative. They must be made to feel they are doing something very important and of large business consequence.

### Fall Campaign for San Francisco Paint Account

Schedules are now being prepared for a special fall advertising campaign by the Paraffine Companies, San Francisco, manufacturers of paints, varnishes, floor covering and roofing.

This campaign will be run in Pacific Coast newspapers. Emil Brisacher & Staff, San Francisco, will direct this advertising.

### Automotive Account for Wilson Agency

The M. B. Automotive Corporation, Old Hickory, Tenn., has placed its advertising account with the Wilson Advertising Agency, Nashville, Tenn.

# Greater Volume — 100% Bigger Gain — than the other papers combined!

**T**HE Times-Picayune printed more national advertising than the other New Orleans papers combined during the first seven months of 1923.

Its national advertising lineage gain over the same period last year was more than *twice* that of the other papers combined.

The following facts give added significance to The Times-Picayune's undisputed dominance:

*The other papers, like The Times-Picayune, are issued seven days a week.*

*The Times-Picayune, while printing more national advertising in general than the other papers combined, printed approximately only one-seventh as much proprietary medicine advertising.*

First, as always, in daily circulation and Sunday circulation; in total circulation, city circulation and trading area circulation; in total advertising, national advertising, local display advertising and classified advertising; in reader buying power; in consumer acceptance and dealer confidence; in merchandising service to advertisers; in local, territorial, domestic and foreign news and features, including eight pages, of rotogravure every Sunday.

## The Times-Picayune

**FIRST FOR THE SOUTH**

### ADVERTISING REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc., 225 Fifth Ave., New York City; 130 N. Wells St., Chicago; Victoria Bldg., St. Louis; 516 Lightner Bldg., Detroit; Victor Bldg., Kansas City; Constitution Bldg., Atlanta.  
R. J. BIDWELL CO., Times Bldg., Los Angeles; 742 Market St., San Francisco.

"90% of the Youth of America"

INSTRUMENTS MADE BY C. C. CONN LTD ARE USED AND FAVORITED BY ALL THE GREAT SOLOISTS AND BASSMASTERS IN THE WORLD AND ARE THE MOST PERFECTLY CONSTRUCTED AND THE MOST RELIABLE OF ALL MUSICAL INSTRUMENTS.



C. C. CONN LTD.  
CORPORATED IN THE UNITED STATES OF AMERICA  
CHICAGO, ILLINOIS  
NEW YORK, N. Y.  
LONDON, ENGLAND  
MUSICAL INSTRUMENTS

W. GREENGLASS  
J. F. MOORE

**Enclosure, Ind.** June 30th, 1923.

Mr. C. W. Fuller, Adv. Mgr.,  
Photoplay Magazine,  
New York City.

Dear Mr. Fuller:

Relative to the Youth of America, I venture to say that 90% of our young citizenship is vitally interested in music. The girls are invariably musically inclined, and the young men, who love all the outdoor sports, have fallen in line and are now playing all classes of wind and string instruments with the same zest that they display in various games.

The Conn House Magazines have for thirty-five and more years appealed to boys and girls to take up some musical instrument, for the betterment of the health and morals. We attribute the success of the Conn Factories, in a great measure, to the response to this appeal.

During the past ten years, our appeal has been more urgent, and we have used Photoplay with splendid results, well knowing that our young generation is likewise keenly interested in your Magazine.

The future of American music is now in the hands of our Youths and America is becoming the leader in music.

C. C. CONN LTD.

*J. F. Moore*  
Sales and Adv. Mgr.

## PHOTOPLAY MAGAZINE

221 West 57th Street, New York  
750 No. Michigan Ave., Chicago  
127 Federal Street, Boston

PHOTOPLAY MAGAZINE predominant

erica "Interested in Music," says Mr. Boyer

and "we have used Photoplay with splendid results, well knowing that our young generation is likewise keenly interested in your magazine."

## 94 Play a Conn For Pleasure and Profit

Take a tip from such popular artists as

TIM LEWIS, the famous jazz pianist, who was one of the artists to get on popular only with the Conn trumpet;

PAUL BISH (shown below), the famous jazz pianist, who with his orchestra won the Conn trumpet;

DON BURTON, director of the popular Boston orchestra of Victor record fame, who is exclusively equipped with Conn instruments;

FRANK WESTPHAL, whose orchestra is the famous Garden orchestra, and all members of which contain Conn equipment.

PHOTOPLAY MAGAZINE



## 86 Cultivate Your Musical Bump

PHOTOPLAY MAGAZINE

There is both  
Pleasure and Profit  
in it for You

CONN instruments have been recognized as the world's best for over a century. The world's most famous musicians and modern Conn percussion families, they

IRVING BERLIN (shown below), the famous composer of songs of the day, the Conn.

Don Burton, Director of the popular Boston orchestra, who is exclusively equipped with Conn instruments.

FRANK WESTPHAL, whose orchestra is the famous Garden orchestra, and all members of which contain Conn equipment.

**CONN**  
C. G. CONN, LTD.  
28 Conn Bldg.  
Elmhurst, Ill.

Have you seen "THE AGE FACTOR IN SELLING AND ADVERTISING"—Photoplay's compilation of facts about the influence of age in buying? This book, a thorough presentation of the facts and figures on the influence of the age factor, free to advertisers and their agents upon request.

...ent with the 18 to 30 age group

# Home or Homeless

Today the far-visioned, painstaking buyer of advertising space cannot be cajoled by visions (we use the word literally) of bulk circulation.

He knows that one copy of a newspaper that goes HOME and STAYS THERE is worth a hundred of the "homeless" kind—that the "mass" of street sale distribution creates nothing in the form of actual returns—that-he-can-see.

Seven-eighths of the circulation of The Detroit Free Press GOES HOME, and STAYS THERE. It is not read on the streets, but before, at and after breakfast.

It is Detroit's only morning newspaper, and back of it all lies 92 years of service to the people of Detroit and Michigan.

## The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, INC.

Foreign Representatives

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Detroit

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# A Recipe for Unscrambled Words

Builders of Sentences in Advertising Copy or Business Correspondence  
May Profit by Reading This Article on Sentence Structure

By Arthur H. Little

OUT of its setting on an advertising page in a general magazine there steps forth to greet the reader this sentence:

Coats that fitted like a bag and hung like a rag on a stick were the best that could be had in England several hundred years ago.

To paraphrase a certain well-known question, "What's wrong in that sentence?" The sense is clear, the grammar passable, the diction simple and straightforward. Yet, somehow, the sentence seems to disappoint; it fails to make good. Started promisingly on its way, it falters suddenly, then settles anticlimactically into the ditch. Where lies its fault? Probably in some constitutional trouble, possibly in the assembly of its parts.

Let's consider another specimen. On another advertising page in the same periodical we find this:

Her rugs look as good as new after fourteen years.

There, too, there seems, vaguely, to be something wrong. The meaning is clear, but the line seems weak.

Let's turn the pages and find another. Here's something highly ambitious:

Now lay down your Baedeker. Turn for a moment from the famous tourists' haunts of the Old World to the wonderland of the New—and behold a grandeur and a majesty of natural beauty to challenge all Europe—nay, all the world. . . .

Here, in the mountain valleys, on the snow-patched slopes, are gorgeous riots of wild flowers.

Here we are invited to contemplate a picture, a huge panorama whose horizon is the hemispheres and whose highlights are the snow-thatched tops of the mountains. As we gaze, our author, pointer in hand, stands beside his canvas and directs our attention to such delightful details as those lofty valleys spilling wild flowers. His manner is a bit spectacular,

but appropriately so. His sentences move forward with a pleasing, graceful swing; each one, arising at a predetermined source, progresses smoothly and surely to a predetermined objective—but wait a minute. A little later on in his copy we find this:

Throughout the region you will find magnificent hotels, not only in the larger cities, but even in the wild recesses of the mountains.

And that, one is obliged to admit, is not so good. The hotels, the magnificent hotels, are a brand new element; heretofore in the copy we have encountered them not at all. Now they enter the picture. But how? Buried in the middle of a sentence, concealed behind a foliage of qualifying phrases through which we scarcely can see them at all. What ails that ailing sentence? Maybe misjoining. Maybe its parts are pied and need transposing. Perhaps the hotels, whose presence the sentence ought to emphasize, would gain in prominence if they were moved to some other position. Let's experiment thus:

Throughout the region, not only in the larger cities, but even in the wild recesses of the mountains, you will find magnificent hotels.

Well, the treatment seems effective there. The sentence is stronger; the hotels, moved out of hiding, stand out where we can see them. Suppose now we backtrack a little and apply the same treatment of transposition, experimentally, to our first specimen. As its author wrote it, it read like this:

Coats that fitted like a bag and hung like a rag on a stick were the best that could be had in England several hundred years ago.

What element here deserves prominence? Time? No, for the context of the advertisement reveals no reason for emphasizing

mere time. Maybe then the coats—those ugly coats. Shifting the elements and eliminating a word or two we get this:

In England, several hundred years ago, the best coats to be had fitted like a bag and hung like a rag on a stick.

So far, it seems, we're on the right track. Let's proceed to our second specimen, which, as its author wrote it, reads like this:

Her rugs look as good as new after fourteen years.

Transposing we get:

After fourteen years her rugs look as good as new.

Better? Unquestionably so. Possibly, however, we need the supporting evidence of another instance. Let's turn to another specimen—this one a happy example, in that the author, appreciating the virtues of the treatment we have been applying, has forestalled us and applied it himself.

From your study of geometry you will remember the axiom, "A straight line is the shortest distance between two points." A copy writer, fashioning an advertisement for a labor-saving device, adopted that thought. His copy he wrote around that clear-cut idea—a straight line. For his headline he appropriated the famous axiom itself. But in appropriating the words to his own use he was courageous enough to tinker with tradition. The axiom, as it had been handed down in the textbooks, needed fixing. He fixed it. By transposition he achieved a headline that was cleaner and stronger. He wrote:

The shortest distance between two points is a straight line.

A recurring phenomenon argues the existence of some underlying principle. For our principle here we may go to Herbert Spencer, who, in his essay on "The Philosophy of Style" undertook to get at the reasons behind the maxims and precepts of grammar and rhetoric. It was there that Spencer developed the idea of the economy of attention. He wrote:

"On seeking for some clue to the law underlying these current maxims we may see shadowed forth in many of them the importance of economizing the reader's or hearer's attention. So to present ideas that they may be apprehended with the least possible mental effort is the desideratum toward which most of the rules point. When we condemn writing that is wordy or confused or intricate—when we praise this style as easy and blame that as fatiguing, we consciously or unconsciously assume this desideratum as our standard of judgment.

"Regarding language as an apparatus of symbols for the conveyance of thought, we may say that, as in a mechanical apparatus, the more simple and the better arranged its parts, the greater will be the effect produced. In either case, whatever force is absorbed by the machine is deducted from the result.

"A reader or listener has at each moment but a limited amount of mental power available. To recognize and interpret the symbols presented to him requires a part of his power; to arrange and combine the images suggested requires a further part; and only that part remains which can be used for realizing the thought conveyed. Hence, the more time and attention it takes to receive and understand each sentence, the less time can be given to the conveyed idea."

Clearness of style to the end of easy understanding—that, in Spencer's judgment, was the writer's first responsibility. Save your reader's energy; save him the labor of translating words, to the end that he may apply a maximum of his mental power to realizing and appreciating your thought. Guard well against befogging the lens of his mind, to the end that the impression you are trying to transmit will register itself upon his mental retina photographically sharp and clear. In more modern English, Spencer's advice was this: Give the thought a chance.

By the conditions under which he operates, the advertising writer



# Readers of *Industrial Engineer* tell you what they buy

Not guesswork—not theory—but a direct statement of the specific equipment bought by readers of **INDUSTRIAL ENGINEER**, straight from these selfsame readers.

**INDUSTRIAL ENGINEER** asked them—and they responded. Master mechanics, superintendents, chief electricians, engineers, foremen, factory managers, etc.; all concerned with the supervision of plant maintenance and operation, told what products they were interested in. They are looking to the advertising pages of **INDUSTRIAL ENGINEER** to keep them informed about these products. Here are some which were mentioned many times—

*If your product is identical or similar in character, **INDUSTRIAL ENGINEER** is the logical market place. Readers of the paper have proved it.*

Bearings  
Belting  
Belt dressing  
Bolts  
Compressors  
Controllers  
Conveyors  
Cranes  
Drills, air  
Elevators  
Fire extinguishers  
Fire alarm systems  
First aid cabinets  
Gears  
Greases  
Hoists  
Ladders

Lathes  
Motors  
Material Handling  
Oil lubricants  
Paints  
Pulleys  
Saws  
Shafting  
Small motor applications  
Sprinkler systems  
Steel lockers  
Tools  
Transformers  
Varnishes  
Wire  
Wrenches

Write for full particulars which explain how **INDUSTRIAL ENGINEER** can sell your product.

## **INDUSTRIAL ENGINEER**

*Devoted to the Maintenance and Operation of  
Electrical and Associated Mechanical Systems in Mills and Factories*

**MCGRAW-HILL COMPANY, INC.**  
OLD COLONY BUILDING

A. B. C.

CHICAGO, ILL.

A. B. P.



# Distribution..w



**D**ISTRIBUTION is the job of the sales department... a job in which the dealer is the central figure... knowing him and the best way to reach him, is vital to successful distribution.

The Herald and Examiner's Merchandising Service was designed to reinforce the work of your sales manager with its thorough knowledge of the Chicago Market and the powerful dealer influence of the Herald and Examiner.

## Chicago Herald a

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

# ...with dispatch

**T**HE Herald and Examiner is preferred as an advertising medium because of its dominant circulation... because of its demonstrated \*influence with the dealer and consumer... because of its low milline rate, the lowest of any newspaper west of New York.

★ Repeatedly CHICAGO retailers have responded... on the presentation of a campaign to appear in the Herald and Examiner... with orders the sum total of which was sufficient to pay the entire cost of the advertising campaign.

... and this dealer-response *in advance of the publishing of a single line of advertising.*

## and Examiner



is compelled to write clearly. Advertising words cost much money. Advertising space is too precious to besmudge with muddy English. This obligation to write clearly the advertising writer well knows and always he strives for simplicity. He watches well his diction; the words he picks are simple, honest words, whenever possible wholesomely Anglo-Saxon.

Meanwhile, he is conscious, too, of a second obligation—to write forcefully. Always he strives to imprint the impression deeply. Again, and this time for the sake of force, he watches well his diction. For every meaning and every shade of meaning he seeks the precise word, the specific word. The nouns he picks are concrete nouns. His verbs are sharp-edged, incisive, and generally he keeps them in the active voice. His adjectives and adverbs are descriptive, colorful.

The advertising writer realizes, too, that the two cardinal qualities of good composition—clarity and force—are closely related, indeed interdependent. In the absence of clarity, force cannot exist; and mere clarity, in the absence of force, is as tasteless and uninteresting as boiled water. Both these qualities, he feels, depend upon his choice of words. So they do; but only partly so. They depend in part upon something else, upon a principle of writing technic that, among writers of all sorts, is either insufficiently known or insufficiently respected. That principle deals with arrangement.

The fact is that every sentence is a mere alignment of elements; and these elements, to a greater extent than many a writer seems to realize, are separable and freely movable.

In grammar school we learned sentence dissection. We selected a verbal victim. The more complex and the more highly organized the victim the better we liked it. Ruthlessly we pinned it down, then isolated its members and strung them out for inspection on an artificial skeleton called a diagram. An intricate creation was that diagram, but funda-

mentally its structure always was the same—a single, backbone-like structure upon which we impaled the subject and predicate, and then, forking off from the backbone at oblique angles, a rib-like framework of diagonals to which we pinned the modifiers.

#### A POOR PATTERN

And now, after all these years, some of us seem to have remembered, not the healthy and perfect sentence we dismembered, but its artificial skeleton; and that skeleton we seem to have set up as our pattern for sentence-building—subject, verb, object, always in the same immutable order, and then, like accidental growths, the modifiers, the qualifying phrases and clauses, shooting off here and there and everywhere and disappearing into space.

We've forgotten, so it seems, that in the sentence we dissected we may have found the object ahead of the verb, the verb followed by a cluster of modifiers and qualifiers and, at the end of the sentence, the subject. We've forgotten, it seems—if, indeed, the matter ever was explained to us—that the members of a sentence really are creatures of the author's own creating and that their placement in the fabricated sentence is a matter of his judgment and enlightened choice. We've forgotten that in every sentence there are two crucial spots, spots to which the sentence builder must administer special care; and that these two spots are the beginning and the end. We've forgotten—if we ever clearly understood the matter—that these two spots are stress-points with functions and requirements peculiarly their own.

Perhaps we assemble our sentences too hurriedly. Having conceived our thoughts, having visualized our ideas carefully before we try to set them down, having picked our words discriminately, we feel that we have labored enough; and then we throw the words together, mostly just as they come, and thus we rattle off a sentence that, despite  
(Continued on page 91)

# Mailing Without Addressing

Of vast importance to large advertisers is the new ruling of the Post-Office Department which authorizes the postmaster to furnish information as to the number of R. F. D. box numbers in his office, and the number of boxes served by each carrier.

This makes it possible to place individual mailing pieces in the hands of millions of families without having to buy or check a mailing list or to address envelopes or wrappers.

Of course, the mailing may be restricted to local territory, or to a single state or section, or may cover the nearly 20,000 post-offices having rural routes.

## Charles Francis Press

*Printing Crafts Building*

*Telephone Longacre 2320*

**461 Eighth Avenue, New York City**

# Does Each of Your Advertisements Pay —*in actual sales* *over the counter?*

Not to *know* that *every* advertisement in your campaign is producing its quota of business is to chance the possibility of poor copy eating up the profits from good copy.

The fact that your campaign *as a whole* has produced business at a profit is not enough. Out of forty advertisements, twenty may be creating practically all the sales.

Think what the 20 unprofitable advertisements are costing you and what you could save if you knew how to find and eliminate them!

The way *has* been found. We have succeeded in working out a method that enables us at small cost to know the sales power of every advertisement in any campaign on products selling through drug or department stores.

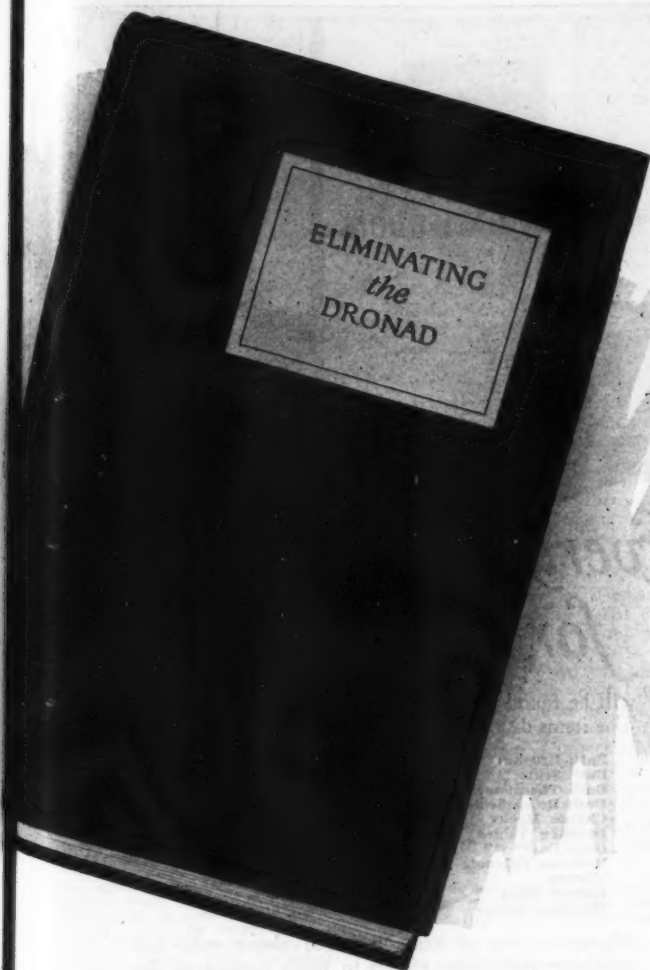
There is no guesswork about the results. They are before us in cold undeniable sales figures.

An advertisement that sells merchandise representing but half its cost compared with one that the week before sold three times its cost is quickly eliminated.

This plan is a new departure and represents, we think, one of the biggest recent forward steps in advertising.

If you sell through drug or department stores, send for our new book "Eliminating the Dronad." It is just off the press and explains this new plan. No obligation. Please mention Printers' Ink.

Authr  
New  
Ch



uthrauff & Ryan *inc.* Advertising  
New York: 404 Fourth Avenue at 28th St.  
Chicago: 225 North Michigan Ave.



## Everything for the Bath Room

will be found on sale in the modern plumbing shop.  
The items displayed include

Bath Brushes  
Bath Seats  
Bath Thermometers  
Bath Room Scales  
Clothes Hooks  
Dressing Tables  
Grab Bars  
Medicine Cabinets  
Mirrors  
Rubber Mats  
Shampoo Sprays

Shelves  
Shower Curtains  
Soap Holders  
Sponge Holders  
Stools  
Toilet Paper Holders  
Tooth Brush Holders  
Towel Baskets  
Towel Bars and Rings  
Tumbler Holders  
and many other items.

Manufacturers of items included above, who are confining their sales efforts to fields outside of the plumbing industry, are overlooking a big opportunity.

# DOMESTIC ENGINEERING

*The Plumbing and Heating Weekly*

1900, Prairie Avenue, CHICAGO

Member Audit Bureau of Circulations  
Member Associated Business Papers, Inc.

the high horsepower of its diction, bogs down beside the road.

"Yes," the writer agrees. "That's what often happens to a sentence of mine. I build it strong enough—I think—but it comes out weak. I feel that there's something wrong; but what makes me feel that way is mere instinct. And instinct isn't definite enough or dependable enough to guide me aright. Isn't there a rule somewhere?"

There is; and not merely a rule, but a law. The law you can find expounded in several authorities, but generally at such laborious length as characterizes the dictionary's discrimination between the relatives "that" and "which." One rhetorician, however, driving straight at the heart of the matter, tells us how—and tells us in three short paragraphs that constitute a veritable blueprint for the builder of sentences. Professor John Franklin Genung, in his book, "The Working Principles of Rhetoric," lays down this:

To the beginning (of a sentence) belongs the stress due to the outset of attention, the natural initiation of the thought; namely, what is nearest in thought to the reader's inquiry or to the core idea of the previous sentence; and what is the best preliminary to the forward step which it is the business of the present sentence to take. . . .

To the end belongs the stress due to the culmination and goal of the assertion, what the sentence most truly exists to express. Being, therefore, the most important stress-point of all, it suffers correspondingly if its distinction is not a matter of foresight, or if it is given over to something insignificant.

The question how to give distinction to some particular word resolves itself, for the most part, into the question how to make it occupy one of these positions, the beginning or the end. And the question which of these it shall occupy is answered by determining whether it is more truly an initial idea, from which some consequence flows, or the goal idea, toward which the course of the sentence is to be steered.

There, in those three paragraphs, is a problem-solving formula; there, in 200 words or so, is a pattern of philosophy by which may be planned and fashioned any sentence, however long or short, however complex or simple and, beyond that, any clause within a sentence. Shall we demonstrate?

Very well. Let us return to the first specimen of our session and, guided now by our sentence-building blueprint, recast the sentence, not by experiment, but by plan.

Coats that fitted like a bag and hung like a rag on a stick were the best that could be had in England several hundred years ago.

This is an opening sentence. Its purpose, in part, is to set the stage for what follows; and what follows is historical in that it undertakes to explain how the coats that men wear acquired belts. What element, then, in this opening sentence, ought to be assigned to the beginning? "To the beginning," says Professor Genung, "belongs the stress due to the outset of attention, the natural initiation of the thought." Obviously, then, in view of what follows in the copy, the first element to register in this opening sentence is the element of time and place—"in England, several hundred years ago."

Now, what of the end? What, by the blueprint of Genung, is the "culmination and goal of the assertion"? We are about to explain, later on, that belts were attached to those early models of coats, because the coats needed belts to conceal and correct their misfitting. Our element of emphasis in this sentence then is those ugly, ill-fitting coats, those coats that "fitted like a bag and hung like a rag on a stick." To that element we assign the sentence end. And our rebuilt sentence reads:

In England, several hundred years ago, the best coats to be had fitted like a bag and hung like a rag on a stick.

Just so with our second specimen, which, as we found it, read like this:

Now lay down your Baedeker. Turn for a moment from the famous tourists' haunts of the Old World to the wonderland of the New—and behold a grandeur and a majesty of natural beauty to challenge all Europe—nay, all the world. . . .

Here in the mountain valleys, on the snow-patched slopes, are gorgeous riots of wild flowers.

Now to apply the blueprint. In the second sentence the order



# Vegetable Crutche Pitching Horse Shoe Leather Jerkin

STYLES  
ROBERT HAMILTON CORPORATION  
ADVERTISING

207 FOURTH AVENUE-NEW YORK  
AT 17th STREET

June  
Twenty-two  
1923

CHARLES CROWELL BOWNE  
VICE PRESIDENT

Good Hardware Magazine  
Trade Division, Butterick Publishing Co.  
912 Broadway  
New York City

Gentlemen:

A rather odd incident came up recently in connection with the advertising of leather jerkins in the hardware field which we believe will be interesting to you and perhaps form a basis for an ad by yourselves. A well-regarded advertising agency in this city clipped a page ad of the Thomson & Kelly Company on jerkins from Good Hardware and sent it to our client with a letter saying in substance that they could not see how an advertiser could successfully advertise a leather garment in the hardware field and they considered it a waste of money. This letter was turned over to us with authority to answer it as we saw fit but this we declined to do.

The letter, however, led to an investigation and it was found that many thousands of leather jerkins had been sold to hardware jobbers as well as retailers, and in reality some of the very best results that we had gotten through advertising the jerkin had been obtained in this field. Of course, we recognise that this is a rather unusual channel in which to expect to sell a garment of this character, and perhaps it was excusable for the agency to question our judgment in using your publication but "the proof of the pudding is in the eating", and we as well as our clients are entirely satisfied with the results.

Very truly yours,

ROBERT HAMILTON CORPORATION  
*Wm. H. Mire*  
Vice-President

# What Do You Make

Not many people would think of the hardware store as an outlet for leather jerkins. But read the letter on the opposite page.\* *Good Hardware* has been equally successful in introducing vegetable crutches, horse shoes for pitching and luggage carriers for Ford cars.

The old line hardware dealer is passing. Modern hardware stores sell just as much "hardware" as before, but a wide variety of other merchandise as well—auto accessories, cut glass, electrical specialties, sporting goods, radio, cameras, overalls.

Is the hardware man selling *your* product? Is your line any more peculiar than any of these? Advertising in *Good Hardware* has helped to open a new avenue of distribution for many manufacturers. It reaches 45,000 hardware dealers and jobbers—the biggest hardware circulation and the lowest rate.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York

(\*Good Hardware was the only hardware magazine used by Thomson & Kelly Co.)

# Good Hardware

*The National Magazine of the Hardware Trade*

might have been improved slightly by a minor transposition. The first sentence ends with "Baedeker," significant of the Old World. For a closer coherence with the "core idea" of the first sentence the second sentence might have begun: "From the famous tourists' haunts of the Old World turn for a moment—" but the distinction is largely technical. The third sentence reveals a happy choice. The author might have written: "There are gorgeous riots of wild flowers in the mountain valleys, on the snow-patched slopes." Instead, aiming to stress the most vivid element, he reversed the order, set the verb ahead of the subject, saved the flowers for the sentence end and wrote: "Here in the mountain valleys, on the snow-patched slopes, are gorgeous riots of wild flowers."

But later he slipped. And why? He wrote:

Throughout the region you will find magnificent hotels, not only in the larger cities, but even in the wild recesses of the mountains.

The beginning is good, but the ending is weak. His goal was the hotels. Yet the end of the sentence he permitted to be pre-empted by two mere modifiers. Move the hotels to the end, adapt the other elements to the rebuilt structure and the sentence reads:

Throughout the region, not only in the larger cities, but even in the wild recesses of the mountains, you will find magnificent hotels.

The careful writer scrutinizes, cold-bloodedly, the structure of every sentence. Good sentences, he knows, often are not written, but rewritten; and strength often flows, not from the typewriter, but from the copy-reading pencil. Scrutinizing his sentences, he examines most closely their ends. Their beginnings, he knows, often arrange themselves; but at their ends he must guard against usurpation by the insidious insignificant. As he builds, he builds deliberately and by plan; he knows what he is doing—and why. He works.

And then, his writing job done,

he slouches back in the creaky old chair, cocks up his feet, picks up a magazine and, relaxing, leafs it through. Browsing idly through its advertising pages, he finds such sentences as these:

Each of these two Blank batteries is the leader in its own class.

Which might better read:

In its own class each of these two Blank batteries is the leader.

And:

You may never need it, but you're flirting with trouble without Blank in your kit.

Which might better read:

You may never need it, but without Blank in your kit you're flirting with trouble.

And so on through to the outside back cover, and there, emblazoned to a world of new thought and free verse, as if in proof that the old principles still stand, this well-built sentence that neither Spencer nor Genung could have improved:

"Eventually—why not now?"

## Advertising Plans of a Texas Wholesale Grocer

The Waples-Platter Grocer Company, Fort Worth, Tex., wholesale grocer, plans to conduct an advertising campaign on its products which are sold under the trade-marked name of "White Swan." In answer to an inquiry from *PRINTERS' INK* regarding the company's advertising, H. C. Platter writes: "We do intend putting on an advertising campaign on this 'White Swan' line during the fall and in the course of the next two or three weeks, we will have a special advertising campaign on the 'White Swan' brand of pork and beans and tomato sauce."

## Simmons Bed Company Sales Increase of 41.15 Per Cent

The Simmons Company, New York, manufacturer of beds, springs and mattresses, in its report for the six months ended May 31, 1923, shows net sales amounting to \$15,109,707 compared with \$10,704,373 for the corresponding period last year, an increase of 41.15 per cent.

The company reports that net profits for the period ended May 31, 1923, after providing \$779,290 for reserves, were \$1,580,933 against \$372,281 for the corresponding six months of the previous year.



*The value of a business publication to its readers depends on the capacity of its editors to render service.*

## Judge them by weight —editorial weight

Because the Class Journal Editorial Staff is able, energetic and ample in size, Class Journal Publications are valuable both to reader and advertiser.

The reader gets the ideas and opinions of the experts and authorities in his own field of business plus all the news.

And the advertiser gets the full value of his appropriation because of the reader interest inspired by the editors.

### THE CLASS JOURNAL COMPANY

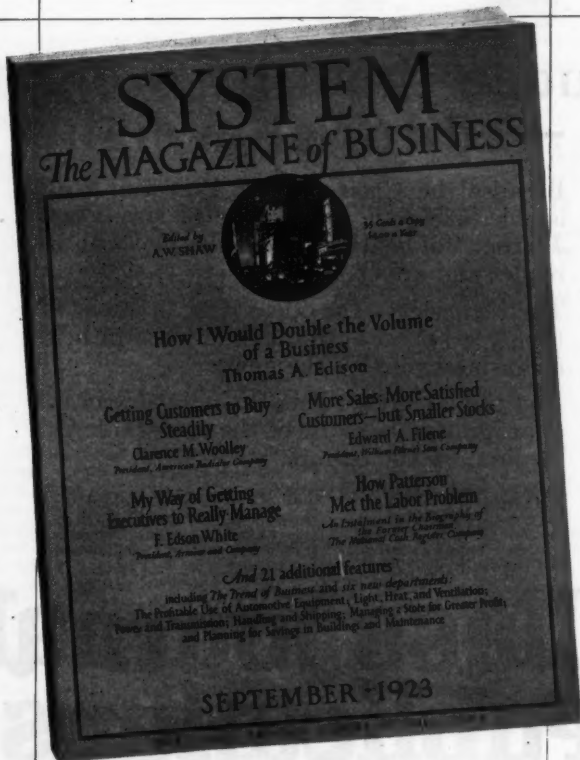
New York, U. P. C. Building; Chicago, Mallers Building; Boston, 185 Devonshire Street; Philadelphia, Widener Building; Cleveland, Guardian Building; Detroit, 317 Fort Street West; Indianapolis, 1212 Merchants' Bank Building.

# Class Journal Publications



**AUTOMOTIVE INDUSTRIES  
MOTOR WORLD  
MOTOR AGE  
MOTOR BOAT  
MOTOR TRANSPORT  
EL AUTOMOVIL AMERICANO  
DISTRIBUTION & WAREHOUSING  
AUTOMOBILE TRADE DIRECTORY  
TIRE RATE BOOK**

Read~



At newsstands

35 cents

# A Manufacturer Who Succeeded against Difficulties in a Restricted Field

How the Maker of Victor Hook and Eye Tape Built Up a Business Despite Limited Capital and Strong Competition

By James Henle

ABOUT six years ago a man, then comparatively young, began manufacturing with extremely limited capital in a very small and restricted field, in which practically all the business was held by an enormously successful corporation which, as a small part of its huge business, had obtained a practical monopoly in that particular field.

A year later came the war and, added to the difficulty of facing keen and intelligent competition which could undersell him, the young manufacturer found it hard to obtain supplies. A few years later, when the business boom collapsed, his factory had to meet another crisis. There is a lesson for every manufacturer in the manner in which this new business overcame both competition and adverse circumstances and finally won its way to a sound and increasingly profitable position.

The business is that of L. M. Rabinowitz & Co., makers of Victor Hook and Eye Tape. Let me begin the story in the words of Mr. Rabinowitz:

"When I started in business I soon discovered that I had not picked an easy road to success. In the first place, the field was not a very big one; the hook and eye tape I made was sold primarily to corset and brassiere manufacturers, though there was some demand for it from the dress trade and retail stores. Practically all the business went to a big corporation which was supreme, not only there, but in practically every department of the hook and eye business.

"There wasn't any use in beating about the bush; there was only enough business in that par-

ticular field for one firm. It was straight-out, fair, but nevertheless determined competition. For the big corporation, however, it was merely an incident; for me it was a life or death struggle.

"I thought of trying to compete on the basis of price, but I immediately gave up that idea. My competitor could buy in much larger quantities than I and could manufacture more cheaply. If necessary, that company could take a loss in order to undersell me. Also, there was little chance of succeeding even by underselling. The hook and eye tape is a small part of the cost of the manufacture of a corset or brassiere, but it is vitally important in order to give satisfaction to the wearer. A house that spends about \$500,000 a year for materials may not buy more than \$8,000 or \$10,000 worth of hook and eye tape. Though manufacturers are always glad to save money, they would hesitate to buy from me and run the risk of their garments failing to give satisfaction merely to cut down costs by a fraction of a per cent.

## THE OPPORTUNITY THAT EXISTED

"On the other hand, I thought I saw a chance to win a place for myself by specializing in making a high-grade hook and eye tape.

"The situation was clear in my own mind, but then I had the job of transferring what was in my mind to the mind of my customers—the job of selling. You will realize on what a small scale I was operating and how little capital I had when I tell you that my offices, factory and everything were in an office building! That immediately prejudiced customers

against me; they were afraid I could not make delivery and that I was not in business for very long. I scouted around a long time before I landed my first big order. In fact, it took months of persuasion before I finally convinced one member of the firm of corset manufacturers that I, too, was a responsible manufacturer. That man is both my customer and my friend today."

Then the war came. Even old-established houses that had already cut deep grooves in the channels of trade and that were ready, if necessary, to pay cash for goods, found it difficult to get their materials. How much worse was the plight of young Rabinowitz, practically unknown, with limited capital, few friends and no established connections.

"I almost became discouraged then," Mr. Rabinowitz said to me. "Things had gone very slowly up till then, but, on the whole, encouragingly. Now I couldn't get materials and I didn't see how I could continue my business.

"I had been dealing with small houses, and these were unable or unwilling to supply me. I resolved to try the biggest factor in the tape industry. My needs were comparatively small and I would try to show them that I was worth cultivating and in time would become a big customer.

"This argument failed with the first house I tried, but it worked with the second. The first order I gave there was for \$3,000. Now my purchases at that same house average about \$12,000 a month.

"Right here I began to put into practice two policies to which I attribute the success of this company. Prices were rising and it wasn't difficult to sell goods—you could dispose of all those you could make—but I kept my margin of profit down, because I knew that this state of affairs wasn't going to last forever and I wanted to retain the confidence of my customers. My second main policy was to study the problems of the houses I sold so that my service to them would be worth something in addition to the sup-

plies with which I provided them. How this has borne fruit I shall tell you later on."

In 1920 came the nation-wide business slump and deflation. "With the passing of this crisis my real business success began," Mr. Rabinowitz said. "In 1916 my business amounted to hardly anything. In 1917 it was \$34,000; 1918, \$96,000; 1919, a bit over \$100,000; 1920, about the same; 1921, \$350,000; 1922, \$478,000. For the first quarter of this year it was \$228,000, which indicates that 1923's figures should be above \$900,000, and I could do more business if I had more machines."

#### PRICES NOT STRESSED IN ORDERS

As an evidence of the position he has reached in the corset and brassiere trade, Mr. Rabinowitz showed me a handful of orders in none of which was anything said about prices—except perhaps the phrase "at current prices." Some of these, he told me, would total as much as \$30,000.

"But this is also the result of my policy of studying the needs of each separate customer. When I go to a factory I visit not only the purchasing office but the work-rooms as well and study the requirements of that particular plant, for what is good for one organization is not necessarily good for another, since they differ in the class of labor employed, equipment, etc. And where methods of production must be changed I think it is up to the supply man to show how this can be done the easiest way with the least disturbance to the organization. By rendering a service to my customers in this manner I win and retain their confidence; they ask my advice not only about the kind of tape they should buy but also the quantities in which they should buy it. When I feel that I know which way the market is going I do not hesitate to advise them either to buy heavily or only for immediate requirements; when I am uncertain, I hesitate just as little in telling them this.

"A man who sells to manufacturers must have his article just

**Subject: Superlative Personal Service.****Gentlemen:**

An advertising agency can do its best work when its chief aim and effort are to take care of its present accounts in such a way that it is always several jumps ahead.

The Account Executive must have time not merely to handle the advertising—he must be free to dig out all the arguments which the salesmen are using on the dealer and all the arguments which the clerks in the stores are using to sell the goods to the public.

The Copy Writer on the account ought to have enough time to go out and work behind the retail counter, selling the goods to the consumer until he knows what kind of "Talk-copy" actually does sell the goods. He ought to go to various kinds of cities and towns and ring doorbells and sell the goods direct to the women in the homes. Then when he writes copy it will have an appeal and a power which will make the account grow.

When an advertising agency ceases to be a personal service corporation and becomes an organization, the very end for which it was created is disturbed.

We do not have now, nor will we at any time, accept more accounts than we can handle on the basis of superlative personal service.

Yours very truly,

*M.P. Gould Company*

**Advertising Agency**

Established 1895

454 Fourth Ave., N. Y.  
Phone Mad. Sq. 9070.

Charter Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau.



right. If he aims for the average it will be almost right, but not exactly right. Aiming for the average is all right when you sell to the public, but when you sell to manufacturers your goods must precisely meet the manufacturer's purpose. For that reason I am not at present trying to reach the retail trade, for with the expenditure of the same energy and salesmanship I can get really big orders from manufacturers. Also, my goods do not appeal particularly to the individual woman who does her own sewing. A fraction of a minute saved may mean a lot to a manufacturer, but it is of little importance to her. Perhaps the time will come when I will go after the retail trade, but if it does I will have a separate factory to make that class of goods, for you cannot work under two different standards in the same plant."

Mr. Rabinowitz also has some interesting ideas about labor. "Boys of sixteen or seventeen are earning as much as \$40 a week in my factory," he said. "If you want a thing you must pay for it, and you can't get careful, accurate workmanship for nothing. I want work as nearly perfect as possible, and I am willing to pay high wages to get it. When Henry Ford announced his \$5 a day minimum wage some years ago I recognized at once that it was not philanthropy but sound business judgment that had dictated this policy."

"If my boys earned \$15 a week, their jobs would be just jobs to them—the loss of them would mean nothing in particular. As it is, however, their jobs mean a great deal to them—they wouldn't lose them on any account. Also, I have learned that no one can do perfect work if he is worried or unhappy—and it doesn't make much difference what he is worried about. A boy can't do good work if he is worried because his mother is sick, and he can't do good work if he is worried because he hasn't enough money to take his girl to the movies."

"On paper it looks as though I could save a good deal by decreas-

ing wages, but this isn't true, as I know that if I cut wage rates I would lose this money in increased overhead, due to lower production."

#### HOW ADVERTISING IS USED

Mr. Rabinowitz has not neglected advertising and is a consistent user of space in business publications. Some of the advertisements are devoted to straight-out exposition of the virtues of his hook and eye tape; others feature various well-known brands of corsets which use his tape exclusively, or reproduce letters which he has received from corset manufacturers, praising the tape. The copy of a typical ad reads:

"Only 'the best' is used in Gossard Garments. From the popular priced to the finest grade corsets and brassieres, the same high standard of design, quality of material, and finish is rigidly maintained."

"Victor Hook and Eye Tape was adopted by the H. W. Gossard Company for all Gossard Brassieres because the most exacting tests and comparisons proved it to be superior to anything on the market. While the unequaled flat, even fastening it gives is readily seen and appreciated, only the most accurate tensile strength testing machine was relied upon to determine its durability."

"This stamp of approval by the famous House of Gossard is recognized, without reservation, by the experienced buyer."

A handsome booklet has recently been published by the Rabinowitz concern, containing copies of some of its advertisements and a detailed story of the manufacture of its hook and eye tape. The problems of the corset trade are discussed, the actual process of manufacturing Victor Hook and Eye Tape is described and pictured, and the manner in which Victor tape has met tests conducted by manufacturers is featured.

As a final proof of the confidence which Mr. Rabinowitz has in his merchandise he has issued the following label, which is to be sewed in each garment, to manufacturers

## What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

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Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

## You can buy over 2,000,000 circulation—

**A**S A PLAIN, cold, business proposition, the All-Fiction Field offers as good a buy as you can hope to find. For only \$2,700 you place a full-page message before more than 2,000,000 readers.

And these 2,000,000 are more than readers—they're *buyers*! They're good American consumers, even as you and I. They drink coffee, wear clothes, play golf—and *read fiction*. And because they read fiction, it's well worth while to talk to them through the pages of the All-Fiction Field.



You couldn't find two men less alike than Teddy Roosevelt and Woodrow Wilson. Yet they both had, in common, a love for good fiction. Nothing is more universal than the appreciation of a good story well told.

# All-Fiction Field

The Field of Greatest Yield

Three things make the All-Fiction Field a splendid buy—large circulation, reasonable rates, and type of reader. A moderate expenditure delivers your message to over 2,000,000 representative Americans.



For only  
\$2,700 a page

**I**F YOU could take a cross section of American life, through every class of society, you would also have a cross section of the 2,000,000 readers of the All-Fiction Field. Capitalist and wage-earner, banker and plumber, statesman and farmer, railroad president and brakeman, prohibitionist and bootlegger—all find a common ground in their liking for good story-telling, and in their need for the commodities you have to sell.

# All-Fiction Field

The Field of Greatest Yield

who buy exclusively from him:

"The hook and eye tape on this garment bears a triple guarantee. We guarantee it to the manufacturer, the manufacturer guarantees it to your dealer, and the dealer guarantees it to you. Victor Hook and Eye Tape. It will be worth your while to look for this trademark on all your brassieres."

Thus Mr. Rabinowitz, for the sake of tape that is probably not worth more than one and three-fourth cents a yard, makes himself responsible for a garment that may be worth a dollar or more—for he agrees with the manufacturer to replace every corset or brassiere returned because of any defect in the tape. In this way he adequately sums up his opinion of his own product.

### Preferred Pictures, Inc., Appoints Patrick Kearney

Patrick Kearney has resigned as advertising manager of Cosmopolitan Productions, New York, to join Preferred Pictures, Inc., also of New York, in a similar capacity. He will assume his new post early in September.

Mr. Kearney was with the advertising department of the Famous Players-Lasky Corporation for five years.

### Roger C. Hoyt Leaves "The Outlook"

Roger C. Hoyt, for many years Eastern advertising manager of *The Outlook*, New York, has resigned. He has associated himself with The Cosmopolitan Stores Association, New York, which recently has been organized to promote co-operative sales for retail merchants.

### Homan-Hughes Company Appoints Julian J. Behr

The Homan-Hughes Company, Cincinnati shoe manufacturer, has placed its advertising account with Julian J. Behr, advertising agent of that city.

Mr. Behr also has obtained the account of the Service Radio Company, Norwood, O.

### Has Concrete Products Account

The Merritt Concrete Products Company, San Jose, Cal., manufacturer of concrete pipe, septic tanks, and concrete burial vaults, has placed its advertising account with The Jackson Corporation, San Francisco. Business papers and Pacific Coast newspapers will be used.

### Woolworth Sales for Seven Months Establish Record

F. W. Woolworth & Company report sales for July, 1923, amounting to \$14,001,739 as compared with \$12,557,282 for the same month of the previous year, an increase of 11.5 per cent. Officials of the company reported themselves pleased with the results of the July sales as there were but four Saturdays in July of the current year against five last year. Business transacted on Saturdays, it is stated, is equal to that of three ordinary weekdays.

The sales reported for the seven months ended July 31, 1923, were the largest for that period in the company's history. The total sales were \$95,703,862 as against \$82,771,618 for the corresponding seven months of last year. This is an increase of 15.62 per cent.

### Will Advertise Georgia to Textile Manufacturers

The Georgia Railway & Power Company, Atlanta, will immediately start an advertising campaign for the purpose of calling to the attention of manufacturers the possibilities of North Georgia for textile manufacturing through the completion of hydro-electric developments in that territory. Textile and technical publications and Boston newspapers will be used. The account has been placed with the Geo. W. Ford Company, Atlanta advertising agency.

### Whiting & Davis Company Plans Largest Campaign

"Never have we entered a national advertising campaign of such unparalleled scope and power as the one we have O. K'd for this fall and Christmas," the Whiting & Davis Company, Plainville, Mass., manufacturers of mesh bags, has told its retailers. The campaign will be run in seventeen national magazines and will include the use of full-pages and double-page spreads in colors.

### Trade Periodical Company Opens Eastern Office

The Trade Periodical Company, Chicago, publisher of *The Furniture Journal*, *The Embalmers' Monthly* and the *American Furniture Manufacturer and Furniture Worker*, has opened an Eastern office at New York. This office will be under the management of E. Willoughby, Jr.

Mr. Willoughby formerly was Eastern representative of the *Sporting Goods Journal*, Chicago.

### P. J. Meany Directs Button-lath Advertising

The advertising account of the Buttonlath Manufacturing Company, Los Angeles, is being directed by Philip J. Meany, advertising counsel of that city.

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**\$18,000  
a week  
for  
advertising  
NOW!**

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**THE LITERARY DIGEST  
IS NOW SPENDING \$18,000  
EVERY WEEK**

in newspapers throughout the country, advertising to its readers just what each number has to offer.  
It is doing this "in the



summer time" and its successful engineering growth to large circulation figures is going chiefly due to all-the-year-round advertising. Q The time to shut off your been

# The Literary Digest

## BELIEVES IN

It couldn't conscientiously sell its own in the space if it did not. And its belief holds its a good twelve months in the year—now a attention well as any other time. It believes that judicious advertising now and all the year post through is business insurance and for news seven years this policy has been fixed. stand

The Digest's circulation of 1,300,000 is never made up of people whose positions and responsibilities require them to keep in touch to be with what is going on in the world. See Q The eighty-three per cent. of the heads of Digest that families are executives, owners of business, professional men who stand high being

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essful engine and coast isn't when you are  
ures going uphill—not if you're planning  
and ad to keep on at the same rate you've  
if you been going.

# ry Digest

## NDVERTISING

own in their field of work, men of affairs. By  
hold its advertising The Digest calls their  
ow attention to topics in which they are per-  
judicially interested, in the very copy that the  
year postman has just delivered, or that the  
d for newsdealer is reserving for them at his  
ed. stand. As a result The Literary Digest  
000 never lies unopened on the library table,  
and re waiting for some chance hour of leisure  
ough to be whiled away in desultory reading.

Sev Q There are no dull seasons for a magazine  
Digest that spends at the rate of more than a mil-  
lion dollars a year to insure its message  
high being seen.

Every number is a vital issue to its readers, and the objective of the national advertising The Digest does is to gather new circulation, and, more important still, to make regular subscribers read it *regularly*. ¶ And these readers, because of the place they fill in social and business affairs, are a valuable market for advertised products. They buy not only in their capacity as heads of families but also for the up-keep of their factories, stores and offices. They may be reached, now as well as any time, through the pages of The Digest. Advertising to them now not only influences their present buying but also establishes a knowledge and appreciation of your goods that will help in getting off to a flying start in the busy months to come. ¶ Therefore, to all advertisers who believe with us in going ahead instead of standing still,

we submit

# The Literary Digest

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# Advertising to Overcome an Ancient Habit

The American Laundry Machinery Company Realizes That It Takes a Tactful Approach to Change a Custom That Goes Back for Generations

By Ralph Crothers

A COMPANY making a certain brand of flour, after several years of sales growth, came to a position where sales seemed to stand still. The advertising had been continually pointing out to the women the advantages of this flour in helping them with their cooking problems. But according to the sales manager the name at the bottom of the advertisement could be changed to almost any one of a number of similar products. The copy, he thought, was too general. It wasn't aggressive.

The selling appeal ought to be changed, he pointed out at a conference. "We have been too easy in our copy," he said. "What is the use of pussy-footing in this matter? What we ought to do is to tell these women just what a mistake they are making in their kitchens, show them why their cakes are a failure or their pies are indigestible. Just come right out in the open and show them where they are wrong."

After the conference the copy was changed. The copy which called a spade a spade, had not been running for very long before letters of protest started to pour in from all over the country. Women did not like to be told by a strange company that they didn't know their own business.

This incident is merely one of a great number which often happen when an advertisement tries to overcome a fixed custom by a quick change of copy. It proved again that women may be old-fashioned, but you must be cautious when you tell them so. It takes infinite tact and skill to change habits which have become ingrained through generations of practice.

Take the matter of the Monday-washday, for example. Here is a

superstition handed down to modern woman from past generations, an inheritance from the time when every housewife was her own laundress. Her grandmother and her mother did their washing on Monday, so as a matter of habit she makes Monday her washday too.

This old custom has had a very definite effect upon laundries. If it were the custom for every man to get his hair cut on Monday afternoon, barber shops would be uncomfortably crowded on that day.

The Monday-washday habit has made family bundles stream into laundries the first two days of the week and resulted in their falling off during the remainder of the week. The great majority of laundry customers want to use Monday and Tuesday as washdays. Few want to hold their washing until Thursday or Friday. As a result, laundries are overworked half the time and half-idle the remainder of the time. This results in an increased overhead and a difficulty in giving week-round service.

When The American Laundry Machinery Company, maker of machinery for laundry owners, decided to try to help change this custom by their national advertising, it approached the matter with a realization that a delicate subject was involved. As the company said in a statement to laundry owners: "This is a delicate proposition. You can't stand up before one of your customers and tell her she is all wrong, that her house-keeping schedule is built on nothing stronger than her great-grandmother's custom." When it came time to prepare the copy on this important subject therefore, a great deal of thought and care-

ful study was put in before the copy was written.

The full page advertisement reproduced herewith, which will appear in a national periodical in the last week in August, is the result of this study. Instead of telling the housewives of America that they are creatures of habit, ruled by an ancient tradition founded on superstition, the copy takes the stand that there are other washdays besides Monday, that there are now "five washdays instead of one."

It is designed to make the woman feel that she herself has long since discovered this very interesting fact and that the advertising is simply repeating something that she has known all the time. It makes her believe that she, herself, and not the laundry, broke the time-worn tradition and created a whole week of washdays.

The company realizes that an age-long tradition is not to be broken by a single advertisement. It says to its customers: "How far this advertising idea will go toward smashing the Monday habit and spreading business over the week, rests in your own hands. Its effectiveness in your town depends upon co-operation with the national message. During the coming month turn a share of your newspaper advertising into this new channel. Follow up the national advertising with an advertisement of your own along similar lines. Tell the housewife about the better service and lower prices that are resulting. But try not to let her think that you are forcing something upon her. Try to make her feel that she was the 'Columbus' who smashed the Monday-washday superstition and discovered the four extra washdays.

As your advertising progresses you will find that your business is spreading itself out, that your sales curve is getting to look like the back of a cow and not like the back of a camel."

In its careful approach to so delicate a problem as attempting



Monday



Tuesday



Wednesday



Thursday



Friday

## Five Washdays now

...instead of one

Woman is no longer a creature of habit ruled by the calendar. She no longer sets aside a certain day for washing, a certain day for cleaning, a certain day for taking the laundry and clothes and linen when mending and cleaning and looking are needed.

In the same way, she has ceased to regard Monday as washday.

For the reason of doing the washing the first day of the week was never more than a habit ingrained in the lives of women through generations of practice. It was born of the housewife's desire to be rid of the weight of her week's laundry; first, it was passed along from mother to daughter through the centuries.

But when professional laundry service came to relieve women of this burden of household tasks, the old prejudice that "Monday is washday" disappeared.

Today, Wednesday is just as much washday as Monday, Thursday and Friday just as much as Tuesday.

You can send the family washing to the laundry on any one of these five days and be certain of careful, thorough work. Indeed, by choosing the latter half of the week, you may even secure a little more prompt service.

But whenever you select, you have the same wide choice of laundry services. If you desire a complete, all-around service, you may have that. If you prefer only part of the laundry done, there are semi-week services to build your wardrobe. And if you would rather do all the ironing at home with just the washing cared for by the laundry, you can have such a service. In any event, you are assured exactly the help you want at a price to your liking.

Today—no matter what day of the week it is—if you are not already patronizing a laundry, give one of these services a trial. Just phone a modern laundry in your city—day will send a representative for your laundry.



**THE AMERICAN LAUNDRY MACHINERY COMPANY**  
Exclusive Office, Cincinnati

ADVERTISING THAT IS DESIGNED TO STRAIGHTEN OUT  
THE LAUNDRYMAN'S SALES CURVE

to change a custom which has been handed down from generation to generation, The American Laundry Machinery Company offers a suggestion to every manufacturer who feels that his sales are not going fast enough. It is an easy matter to decide to hand the reader a reprimand on the idea that it will hurry matters along. But a reprimand must be handled subtly unless it is to act as a boomerang. It is far better policy to let the reader think that she has made the discovery which the advertiser is trying to put over.

D. B. Eisenberg, formerly printing production manager and later advertising manager of A. C. McClurg & Company, Chicago, has been appointed advertising manager of *Ben Franklin Monthly*, also of Chicago.



# YOU And EYE

LIKE the Anglomaniac, who pronounces really to rhyme with jelly, "elegance" of Typography can go far too far. In Composition, we are no halvers of hairs, nor jugglers of thistledown. We don't crook the knee to the Mumbo-Jumbo of Anaemic Art For Art's Sake at the expense of Common Clearness For Heaven's Sake. We hold that the harder Advertising is to write, the easier it should always be to read. If we have set it, every eye will get it.

FREDERIC NELSON PHILLIPS, *President*

**PHILLIPS & WIENES**

INCORPORATED

*Typographers Who Prove It With Proofs*

314 East Twenty-third Street  
New York



## The Harvest in Western Canada

The cutting of Western Canada's great Wheat Crop—probably the largest ever grown in this country—is now in progress from the Great Lakes to the Rocky Mountains, from the International Boundary northward to the valleys of the Peace.

Canada this year will supply nearly half of the World's export demand for Wheat.

The marketing of this grain, and the expenditure of the money that will be received for it, will be the principal activity of this country for the next four months.

Business conditions in Western Canada are becoming more stabilized from year to year—its production is constantly increasing. The outlook for consistent business building here was never more hopeful than at present.

Advertising is a primary and indispensable aid to selling in Western Canada. In no country is advertising more productive.

### Winnipeg Free Press

The leading newspaper and principal advertising medium of Western Canada

Daily—

*The FREE PRESS; Morning and Evening*

Weekly—

*The FREE PRESS PRAIRIE FARMER*

Represented in the United States by HENRY DE CLERQUE, Inc.  
New York, Chicago, San Francisco, Los Angeles

# One-Half of Letter Postage Created by Advertising

Richard H. Edmonds Tells the Post Office Department Something about Advertising

**JESSE H. NEAL**, executive secretary of the Associated Business Papers, Inc., has placed in our possession a copy of a letter written by Richard H. Edmonds, editor of the *Manufacturers' Record*, to John H. Bartlett, First Assistant Postmaster General of the United States, and who at the time the letter was written was Acting Postmaster General, on the question of the zone system of postage rates. Mr. Edmonds presents such an interesting case against the present rates and he so tellingly catalogues the manifold advantages of advertising, that we are publishing his letter in full. He writes:

"There is one point in your letter to which I beg to call your attention. You refer to the zone system of postage rates on second-class matter and suggest that it should be remembered that only the advertising portions of newspapers are subjected to the increased postage under zone rates.

"Permit me to call your attention to the fact that the newspapers and magazines pay this increased postage. It is immaterial, therefore, to them whether the higher postage rate under the zone system is on reading matter or on advertising pages. They cannot add this increased postage to the advertising rates or charge it to the advertiser. It is a definite expense which is fixed upon them, just as much as if it applied to the reading pages. In this respect there is not the slightest difference between putting this increased postage on the advertising pages or the reading pages.

"Advertising pages, moreover, are to a very large proportion of our people as vitally important as news as are the editorial or strictly news pages. Business men everywhere turn to the advertising pages of business publi-

cations to learn about equipment needed or opportunities for business, or the purchase of machinery; and out of this grows a very large proportion of the letter postage business. The popular magazines or papers that reach millions of people are closely read for the advertisements because out of these advertisements comes a large amount of the business created for the entire country.

"It is a wild guess, and there is no possible way of estimating with any degree of accuracy whatever, but it is not altogether improbable but what directly or indirectly one-half of the letter postage of the United States is created as a result of the advertising which is carried by newspapers and magazines. The correspondence of every business house in the country is to a considerable extent made up directly or indirectly as a result of advertising.

## RELATION OF ADVERTISING TO NATIONAL DEVELOPMENT

"Advertising is the creative, constructive, upbuilding work of this country. It has largely made America what it is. Without advertising the United States could not have floated its bonds during the war. Without advertising England would not have raised its enormous volunteer army. Without advertising the enormous resort passenger business of the North, South, East and West would never have been developed; and all of this has created first-class postage business. It has made correspondence between different sections to increase. It has made people who are traveling write millions of letters that would not otherwise have been written.

"Back of all the development of America is the power of advertising. It is the lever which has lifted the nation upward. And yet

the national Government seeks through the heavy and exorbitant rate of postage on advertising pages to hamper and restrict the development of the newspapers and the magazines by putting this heavy burden upon them. Infinitely better would it be to place the higher postage on the editorial and news columns, and encourage to the utmost possible extent the development of advertising.

"Through the editorial pages of this paper one man and his associates speak to our readers. Through the advertising pages a thousand leading business concerns express their views, and into these views put the very life of the institution on where and how to do business, where to buy machinery, where to buy securities, where to establish new industries, where to travel. I have repeatedly said editorially to our readers, 'Ignore the editorial and the news columns of this paper if you care to do so, but never miss reading the advertising pages, for they voice the very best thoughts of a thousand of the greatest concerns of the country.'

"That is true as to all advertising.

"Men are studying the art of advertising as never before. Men are making the handling of advertising a profession of the highest skill and the deepest thinking, and hundreds of thousands of business men are increasing their advertising expenditures, realizing that money thus spent is the real creative, upbuilding force of the individual business and of the national business. The Government, however, puts a penalty upon advertising. It ought, on the other hand, to put a premium on it. It ought to do all in its power to encourage the newspapers to carry advertising; to encourage business men to spend money in advertising, because in doing so it is enlarging not only the first-class postage business on which there is a profit, but it is increasing the general prosperity of the country; and only through general prosperity can this Government secure income sufficient to carry the tre-

mendous burden of our bonded indebtedness and our annual expenditures.

"I am not writing simply as a newspaper man; I am writing from the viewpoint of one who has tried to study these questions in relation to the welfare of the whole country and of the Government itself. I need not say to you that every influence which the Government can exert to enlarge our business development and to increase our prosperity lessens the burden upon the people of carrying our indebtedness, by increasing the Government's income with which to meet its enormous obligations. Advertising is the power which can accomplish this, and there is no other power which can produce the same results. I believe you will agree with me that there is no other factor in the business life of the nation that can be so helpful in increasing the revenue of the Government by increasing the nation's prosperity, as enlarged advertising. And yet the national Government continues to put upon advertising a war tax which it seems to me that, viewed from every possible standpoint, is unwise and dangerous to business, and thus to national prosperity, and to the Government's income."

### Changes in Staff of Omaha, Neb., "Bee"

B. Brewer, general manager of the Omaha, Neb., *Bee*, has made the following changes in the executive staff of his organization: W. D. Israel, advertising manager, has been appointed assistant to the general manager in matters pertaining to the business office; James A. Austin, formerly head of the service department, is the new manager of the advertising department. Thomas G. Devaney of the advertising staff has charge of the service department.

### H. G. Coykendall Organizes Fruit Brokerage Firm

H. G. Coykendall, formerly general manager of the California Prune & Apricot Growers' Association, San Jose, Cal., has organized Coykendall, Incorporated, capitalized at \$500,000, at that city, a dried and green fruit brokerage business, also buying and selling orchard and cannery properties.

Mrs. R. G. Wallace, formerly sales manager of the association mentioned is also a member of the new firm.

## Good Merchandise and Good Merchandising Go together in Cincinnati

In the Cincinnati market the manner in which goods or services are merchandised is almost if not quite as important as the quality of the offerings. The display advertising columns of the Times-Star not only "put the goods on the merchants' shelves," but also keep them moving. Without this merchandising assistance new products, however meritorious, encounter great sales resistance, and established brands are constantly "up against" the drag of more progressive competition.

Whether it be soups or soaps, building materials or breakfast foods, investment securities or household equipment, musical instruments or automobiles, cameras or cigarettes, the Times-Star is the buyers' guide for three-quarters of a million well-to-do people, the "Open Sesame" to one of the richest markets in the United States.

Local and national advertisers have given practical demonstration of this fact by placing more of their display advertising in the Times-Star every year for fifteen consecutive years than in any other paper in this field.

For detail market information address

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



## The Largest Group of the Biggest Buyers of Automotive Needs!

**D**O you buyers of advertising space know of any other medium that matches these facts?

Car owners as a group represent the moneyed class. Motoring *tourists* spend more money on their cars than any other group of car owners. 100,000 of them annually pay \$3 for the Automobile Blue Book. That's **QUALITY**.

A Blue Book is never thrown away and the average copy is in active use for  $2\frac{1}{2}$  years. That's **LIFE**.

Conservatively, 3 people use each Blue Book. That's **QUANTITY**.

100,000 copies x  $2\frac{1}{2}$  years x 3 users per copy—the largest group of the biggest buyers of automotive needs!

The Blue Book merits first place on your list. May we send you our complete presentation?

## Blue Book facts

Glance through the wealth of time- and money-saving information in the Blue Book. No wonder it attracts such a high-class circulation.

Quarter pages in The Saturday Evening Post are constantly bringing new tourists into the Blue Book fold.

The tourist places implicit faith in everything his Blue Book recommends. For 22 years it has been the standard touring guide of America.

Published in 4 vols. for each section of the country, your advertising can follow your distribution.

The "Getting Ready for Your Tour" Section advises what accessories are required for a tour. Advertising space next to reading in this section is available.

# AUTOMOBILE BLUE BOOK

*Standard Touring Guide of America*

1036 W. Van Buren St., Chicago.

# Interesting the Youth of a City in a Public Utility

How the Rochester Gas & Electric Corporation Advertised to Its Future Market

By W. B. Edwards

FOR many years the large arms manufacturers have advertised to boys in their 'teens for the purpose of stimulating future demand. A maker of golf supplies talks to the new generation via the printed page with the same objective in view. Tire companies, razor manufacturers, nurserymen, blanket makers, a vacuum cleaner company, and so on through a wide range of merchandise, are catering to the youth of today. A recent *Printers' Ink Monthly* article, discussing toy models mentioned the names of many advertisers who are working now to interest the buyers of 1935.

Recently a public utility, The Rochester Gas & Electric Corporation, has made use of this type of advertising. Its campaign consisted of twenty-six pieces of newspaper copy run three times weekly.

For its basis, the campaign had a prize essay contest. The prize offered amounted to \$1,250 divided into fifty-six prizes, twenty-eight for juveniles of fifteen years of age and under, and a like amount for those over fifteen and under nineteen. The money rewards ranged from two prizes of \$100 each to thirty prizes of \$10 each. The essays were to be written around the title: "The Rochester Gas & Electric Corporation—What It Is—What It Does."

Announcing the contest, the first advertisement, addressed "To the People of Rochester:" said in part:

For mutual advantage we want you to know this company and its operations better. We desire a continuation in larger measure of your business and your support. Then you will more readily give when you understand the facts which make it worth while for us both to do business together.

The Rochester Gas and Electric Corporation, in satisfactorily supplying the

Public of Rochester and its environs with gas, electricity, motor fuel and coke, is contributing a service which in a very large degree adds to the comfort, convenience and well-being of the entire community.

Because this "Service" is such a vital element in our domestic, industrial and civic life and because the company is a co-operative institution made up of the public, employees and stockholders, it will unquestionably be of value to all concerned to have a better understanding of the financial, technical and other aspects of the company's business. To this end, we shall utilize what we consider to be the best medium for the purpose, the newspaper, to give you in a series of advertisements, which will be published on Mondays, Wednesdays and Saturdays, the story of this company's activities and its properties.

We believe this information will be interesting and valuable, especially to the young, who will be the customers, employees and stockholders of the Greater Gas and Electric Company of the future. Therefore, to stimulate careful study of these advertisements, we offer the following prizes for essays on the company.

This was followed by a list of the prizes, an explanation of the contest's rules, a few words concerning the judges and directions for mailing the essays.

Then came the remaining twenty-five advertisements, each treating on some specific phase of the utility's business or service. Some of the topics covered were: Coal supply problem, water power, electric generation, electric distribution, electric power for street railways and street lighting, gas manufacture, by-products, rates and bills, territory served, co-operation, the company's financial problem, etc. Each piece of copy was numbered and mentioned that proofs of previous insertions could be obtained upon request. The idea in selecting these topics, was to furnish information that could be used in writing an essay.

A problem encountered at the outset was that of planning the copy so it would not be beyond the mental grasp of the youthful

writers. This was a constant difficulty. The activities of a gas and electric utility are so technical and complex that it was no easy matter to explain matters simply enough to make them understandable to the city's youth. At this point the ordinary impulse would

The company's educational department kept in touch with many entrants by means of the telephone and through personal calls. A large number of inquiries were received and answered during the period of the contest. In some cases entire school classes were interested.

In addition to the newspaper insertions, handbills were delivered to homes when bills were sent. Large cloth signs were placed in a prominent position on the sides of the company's twenty-four coke trucks which cover all sections of the city daily. The space on back of the gas bills was also utilized. Display windows at the main office were pressed into service. A large electric sign which the company maintains carried a message concerning the contest.

The prize winners were announced several months after the close of the campaign. A party was given to the successful contestants to which their parents and teachers were also invited. Among other events during the course of the entertainment was a showing of two motion pictures entitled: "The Electric House," and "Back of the Button." These pictures showed how gas and electricity served to make life more pleasant.

The essays quite generally proved the advertisements had been read thoroughly and that the youngsters had a fair understanding of the company's magnitude and problems as well as some perception of its function in serving the community. Considerable enthusiasm was aroused and it is felt that not only was a better mutual understanding between the company and its customers secured but a fair start made toward obtaining the good-will of the next generation.

### Joins Staff of Le Vene-Friesley Company

Reginald Berkeley has joined the staff of the Le Vene-Friesley Company, San Francisco advertising agency. He will direct the statistical and financial department. Mr. Berkeley was formerly advertising manager of Straassburger & Company, stock and bond brokers, also of San Francisco.

## \$1250.00

### Prize Essay Contest

## Announcement

**"The Rochester Gas and Electric Corporation—What It Is—What It Does"**

**To the Public:**  
For several months you have seen the Company and its services advertised. You have undoubtedly seen the many ways in which the Company is working to make your life more comfortable and enjoyable.

**The Rochester Gas and Electric Corporation** is a public utility company. It is one of the largest and most important of the kind in the world. It is a company that is working to make your life more comfortable and enjoyable.


**It is a company that is working to make your life more comfortable and enjoyable.**

**It is a company that is working to make your life more comfortable and enjoyable.**

**It is a company that is working to make your life more comfortable and enjoyable.**

**It is a company that is working to make your life more comfortable and enjoyable.**

**ROCHESTER GAS & ELECTRIC CORPORATION**



HOW THE CONTEST WAS ANNOUNCED IN NEWSPAPER SPACE

be to write in kindergarten language. However, it was decided more would be gained were the copy planned in such a way that while not over the head of the average youngster it would, nevertheless, force him to ask his parents to explain certain points not readily grasped by the immature mind. This meant bringing the older folks into the contest indirectly which was a decided advantage.

The contest aroused interest quickly. School teachers, libraries and business concerns in Rochester and elsewhere asked for complete sets of the advertisements.

## Open Letters to Advertising Agents

### The NATION'S BUSINESS



Published by  
The CHAMBER OF COMMERCE of  
the UNITED STATES of AMERICA

Washington

August Fourteenth  
1923

Dear Mr. Logan:

Last week I sat next to a man at dinner who spends or invests eighteen thousand dollars a year on his own account and over seven million dollars a year for one department of the corporation employing him. That man is a reader of *The Nation's Business* and admits that he looks to it to give him an authoritative picture of what is going on in business nationally.

More than a year ago in *Printers' Ink* we called attention to the importance of this kind of double buying power. A gain in advertising volume since the first of the year of 66% over last year indicates how strongly advertisers and agents are giving it consideration.

That you appreciate the importance of such double buying power is indicated by the fine way in which your organization has consistently recommended and used *The Nation's Business*.

With heartiest good wishes.

Mr. Thomas F. Logan, Pres.,  
Thomas F. Logan Inc.,  
680 Fifth Avenue,  
New York City

*Victor Whitlock*  
Victor Whitlock  
Director of Advertising.

FROM THE NATION'S BUSINESS



## DEPENDABLE OFFSET

### Adjusting the Reels

Where Allied Dependable Offset winds-off from the paper machine. Q All through the Allied Mills you will find men, like the one pictured here, who are born paper makers — who know how to handle paper at its various stages to secure the utmost in quality. It is their expert ability in the handling of paper, coupled with scientific formulas, carefully selected raw materials and modern equipment, that puts such excellent value into all Allied stocks.



## For Modern Direct-Mail Requirements

THE use of this particular paper for broadsides eliminates the possibility of cracks and breaks—it absolutely insures the integrity of illustrations regardless of folding. It provides impressive bulk for booklets of few pages, or small folders. Being light it keeps down mailing expense. Used in offset work it reduces cost on long runs. It lends the charm of water colors and the pleasing smoothness of pastels to pieces done in offset. And in letter-press work it opens up an unending variety of new effects in flat colors for covers, and pages done after the antique fashion.

Kingkote is an exceptional offset for use where price is not the main consideration. Liberty and Special are less expensive grades—both possessing fine value. Liberty is furnished both in White and India. We will gladly send samples on request.

ALLIED PAPER MILLS, Kalamazoo, Michigan

In writing for samples please address Desk 8, Office 3

New York Warehouse: 471-473 Eleventh Avenue

# ALLIED

10 Paper Machines

BARDEEN DIVISION



KING

# PAPERS

34 Coating Machines

DIVISION

MONARCH DIVISION

# Advertising to Spread Light in the Illuminating Field

The Illuminating Glassware Guild Uses Its Ability to Diffuse Light and Discovers a Golden Wealth of Sales Possibilities at Its Door

By August Belden

"**M**AKE Shop-Keepers Better Merchants" is a good slogan to print in golden letters and hang over every sales manager's desk. To force merchandising over the ignorance, lethargy and indifference of uneducated shopkeepers takes energy and creates waste. But to let it slide easily through the hands of educated merchants eliminates waste and eases the pangs of selling.

When a manufacturer or a group of manufacturers begins an earnest, intensive, scientific study of retail markets, methods and management it has taken the first step toward developing a selling plan based on fundamental knowledge. The next step is to pass this knowledge to retailers in some definite, easily understood and positive way.

One manufacturer after another is working out his selling problems in this fashion. One group after another is gathering facts about its industry and spreading the knowledge of these facts broadcast for the benefit of all the members of the group.

The Illuminating Glassware Guild, New York, comprising ten of the largest manufacturers of glass for shading electric lights, has just begun a positive campaign of education. For some time this Guild has been gathering knowledge about its market and the first result of the assembly of facts was a great awakening of the manufacturers themselves.

The business of these manufacturers is the making of shades for electric lamps which properly diffuse the light. They are now making it their business to throw an unshaded light upon the market in a hunt for possibilities.

R. L. Test, chairman of the merchandising committee of the

Guild, ordered an investigation into the sales possibilities of the products of the members of the Guild. Crews were sent into the field to analyze conditions; to gather facts; to obtain opinions, and to search for opportunities. They went out as salesmen, with grips in hand, loaded with samples.

The information gathered and the conclusions reached astounded the members of the Guild. They found that opportunity was waiting and that it was only the limitation of the manufacturers' and dealers' vision which stood in the way of it.

The data were gathered together, boiled down and presented to electrical retailers through the medium of trade publications. The first announcement was a four-page, two-color advertisement. In the September issues of certain trade publications will appear a twelve-page insert. Smaller space will then be used to keep the knowledge spreading. When the dealers begin to appreciate the possibilities awaiting them, a campaign for the education of the consumer will be started.

Following are the high points of the information gathered and given to retailers:

"The electric companies are spending many hundreds of thousands of dollars teaching the public that all light should be shaded and that only glass can diffuse light so that the eye is spared and the room invitingly lighted."

"You can sell in the coming year, three times, five times—or even ten times as many pieces of residential lighting glassware as you sold last year. This statement is based upon an exhaustive survey of the American market for residential lighting glassware.

That survey reveals an unparalleled opportunity for the entire glass industry." Figures of the national market will be given as follows:

#### THE NATIONAL MARKET

Wired homes in the United States at the end of 1922...	8,267,000
Total number of sockets.....	181,874,000
One-half of these sockets needs glass .....	90,937,000
Estimated number of homes to be wired by the end of 1923 .....	1,231,000
Additional sockets to be shaded by glass .....	27,082,000
Total potential market for residential lighting glassware, end of 1923.....	118,196,000

Figures will then be shown in terms of a typical American town, that of Jasper, Indiana, so that a dealer can readily visualize his own local conditions.

#### THE LOCAL MARKET

Population of Jasper, Ind.....	2,359
Number of electrical dealers in Jasper .....	2
Number of homes.....	564
Number of wired homes.....	500
Number of sockets.....	11,000
Number of sockets requiring glass shades .....	5,500
Possible sales of residential lighting glassware per dealer, not counting homes wired in 1923..	2,750
Yet, although Jasper is a town alive to every use of electricity, the residential lighting glassware sold last year was—and this is typical of the entire country—only a tiny fraction of the amount that might have been sold.	

These figures present a definite goal. Although it looks far away and to try for it is like hitching one's wagon to a star, it gives something to strive for.

To help a dealer find his own sales possibilities he will be told, first, to estimate or count the number of wired homes in the community he serves; then, to multiply this number by eleven. This gives him a simple and definite formula, easy to remember. The number eleven, which is half the average number of sockets needed per home, is a kind of magical number besides. It is one of the three best-known numbers in the world, three, seven and eleven. The dealer won't forget it.

The Guild plan to help dealers turn possible sales into actual

sales has several features; there is a plan to help sales in the store and a plan to help sales in the home.

For bringing prospective purchasers into the dealer's store, the Guild plan provides:

(1) Expert direction in arranging compelling window displays of glass shades.

(2) New display material commandingly presenting the selling points of Guild Glassware.

For helping to make sales in the store the Guild plan provides:

(1) A specially constructed display unit for showing glass on fixtures of all types as they appear in the home, and for demonstrating by actual, practical comparison the superiority of glass-shaded light over any other.

(2) Special instructions in methods of selling glass when the dealer sells lamps or fixtures.

For opening a way into the home, the Guild Plan provides:

(1) Literature and other advertising material reproducing lighting glassware and presenting its selling points.

(2) A program of mailing campaigns that will impress upon the prospect both the name of the dealer and the quality and character of the lighting glassware he sells.

For helping the dealer make sales in the home, the plan provides:

Methods of demonstrating glass in the home by special calls, and while doing repair jobs and wiring jobs.

To follow up the trade-paper advertising, the Guild has prepared a booklet which covers a wide field of subjects relating to the retailing of glassware and to general store problems as well.

This type of educational work is needed in this particular field as it has been needed and is still needed in others. To make the shopkeeper a better merchant has become a definite part of many broad-gauged selling plans. Working out selling problems from a foundation of knowledge is opening wide markets previously untouched or unknown.

## When One State Lags Behind in Sales

A RECENT investigation was conducted by W. K. Kellogg, president and manager of the Kellogg Company, Battle Creek, Mich., for the purpose of discovering what was wrong with the distribution of Kellogg's Corn Flakes in the State of Texas.

The results of Mr. Kellogg's findings were given to the consumers of Texas in newspaper advertising bearing his signature. In this personal message he took his readers into his confidence. He told them frankly that the sale of Kellogg's Corn Flakes in Texas was below what it should be. He said:

"Everywhere I travel, Kellogg's Corn Flakes are by long odds the leaders in sales except in one State! Even that State is constantly increasing in sales, but not fast enough. We are now making and shipping far in excess of one million packages of Kellogg's Corn Flakes a day! Think of it!

"Yet—in one State we don't have the sale that the extra-deliciousness, extra-crispness and quality of our extra-substantial flakes should naturally warrant.

"Would you believe that State is Texas? Well—that's a fact."

Here was a problem requiring solution. Mr. Kellogg asked his readers to put themselves in his place. What would they do? From this angle Mr. Kellogg was given an excellent opportunity to enlist the co-operation of his readers with an outspoken request. He stated that his inquiry developed the fact that Texan consumers do not correctly ask for Kellogg's Corn Flakes, consequently they receive something else. He lost no time in meeting this situation. In the same advertisement quoted above, Mr. Kellogg gives the consumer the following clear, definite instructions for the purchase of his company's product.

"To get Kellogg's Corn Flakes you should plainly say 'Kellogg's

Corn Flakes'! Don't ask for 'Kellogg's'; don't ask for 'Corn Flakes'! Be clear, be emphatic.

"Here's my guarantee: Today buy Kellogg's Corn Flakes in the red and green package. If they are not the best you ever ate—your grocer will return your money."

Readers were told to look for the red and green package which was reproduced at the bottom of the copy. Lines running from the package indicated its red and green makeup.

## Newspapers Added to Liquid Veneer Advertising Schedule

The Buffalo Specialty Company, Buffalo, N. Y., as previously announced in *PRINTERS' INK*, has begun an extensive advertising campaign on its products. In addition to the mediums already mentioned, the company will use newspaper advertising in a list of thirty-two cities.

"In regard to our Liquid Veneer products," writes O. F. Cabana, advertising manager, "we have O K'd the largest advertising campaign in their history, which is to run consistently in national magazines, farm papers and newspapers the remainder of this year, a campaign three times larger than any undertaken in six months before. A long list of national magazines and farm papers will be used besides many newspapers in thirty-two of the larger cities throughout the country."

## G. A. Blanchard Buys San Francisco Printing Business.

G. A. Blanchard, of the Gille Printing Company, San Francisco, has bought the business of Dempster Bros., Ltd., printers of that city. Under the new ownership, the business will be known as the Blanchard Press. Mr. Blanchard continues his affiliation with the Gille company.

## Will Advertise Judelson Evapo-Dryers

The Judelson Evapo-Dryer Corporation, New York, has placed its account with Hewitt, Gannon & Company, New York advertising agency. Technical publications reaching the chemical industries, and direct mail advertising will be used.

## T. C. Miller Joins Toledo Engraving Firm

Tolbert C. Miller, formerly vice-president of the Graphic Arts Company, Hartford, Conn., has joined The Walter S. Miller Company, engraving, Toledo, O., as director of sales.



# Wire Nails-

In spite of the ever-present possibility of the loss of a distributor—

In spite of the fact that some of America's most successful business institutions are those who believe that the ultimate consumer is a more important factor in sales than the distributor, the manufacturers of wire nails seem content to remain at the mercy of their dealers.

Consumer acceptance alone, created through advertising, will put the shoe on the other foot.

May we consult with you?

## BISSELL & LAND, INC.

337 Second Ave.  Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

# Is Association Advertising a Failure?

Why Co-operative Campaigns Are Discontinued—The Measure of Success Attained by Others

By E. B. Weiss

**A**SSOCIATION advertising has grown greatly the last ten years. Prior to 1912 few associations were engaged in group campaigns. Today, sauerkraut and cheese, banks and life insurance, wallpaper and veils, are advertised co-operatively.

At the same time, scores of industries have ceased their advertising activities. Perhaps in no field of advertising has there been so many discontinued campaigns proportionately.

What is the reason? Are we to assume that association advertising is economically unsound. If not, what is the significance of these figures?

These are important and timely questions. Certain information has been collected which will shed some light on the topic. This information consists not alone of the causes for discontinued campaigns, but facts and figures indicating the success achieved by others.

One association executive says that he could list fifty reasons why different campaigns were stopped. In fact, he claims he could run the total well up above that figure. However, it is possible to cover most of the ills which caused associations to cease advertising with a list of a dozen or so.

(1) Failure to keep at it long enough.

I once heard of a co-operative campaign which was scheduled to run four weeks. Of course that is an extreme example. The average campaign is planned to run at least six months or a year. That is not sufficient time. Three to five years of continuous effort are necessary to secure adequate results. This is not generally realized by the members of an association who, in their individual

advertising, are accustomed to more prompt returns. Consequently, when the first year's accomplishments are totaled and little of importance is recorded, the campaign frequently receives its death blow.

(2) The difficulty of making an equitable assessment.

It has always been a problem to evolve an assessment plan which would satisfy everybody. Frequently, the largest manufacturers must contribute far out of proportion to their earnings. Other times it is the other way around. Again, it happens that a number of companies do not meet their pledges. The remaining members are asked for additional contributions. This places an unfair burden in certain quarters.

## THE GRANITE ASSOCIATION'S STATEMENT OF ITS CASE

Athol R. Bell, secretary of the Granite Manufacturers Association, claims that the same reason may be held accountable for the discontinuance of that association's campaign. He writes:

"For several years Barre granite was successfully advertised in magazines of national circulation. A number of circumstances combined to cause us to suspend our efforts early in 1919. Even at the outset the association was confronted with the rather difficult problem of attempting to levy an equitable assessment on Barre granite producers of two distinct types. It was on this rock that the advertising campaign split."

(3) Jealousy.

Since members of a trade association are human, they are not exempt from jealousy. Suspicion runs rife. Each member wants advertising emphasis laid on that point in which his product is the

strongest. Everyone watches everybody else. Call it selfishness or commercial jealousy, it remains a serious impediment on the road to successful association advertising.

(4) Oversize advertising committees.

This is a surprisingly common failing. Members who dodge every call for service on other committees are more than willing to serve on the advertising committee. Where the advertising committee has too many members, we have another case of too many cooks spoiling the broth. Before long one more association campaign has been laid to rest.

(5) Hastily undertaken advertising.

This is one of the reasons mentioned by George N. Lamb, secretary of the American Walnut Manufacturers Association, which campaign, incidentally, has been an outstanding success. Manufacturers, who, individually, would not be rushed into anything of importance, are frequently stampeded into advertising at association meetings. Any number of association campaigns are inaugurated before the association is ready for the advertising. There are a hundred and one things to be done prior to the inception of a campaign. When the campaign is started before the stage is set, the possibilities of ultimate success are naturally limited.

(6) Press agency.

Several months ago a \$100,000 co-operative campaign in the electrical field was discontinued because a press agent convinced the members of the association of his ability to secure \$500,000 worth of space with the same outlay. As this is being written, all advertising is held in abeyance. The membership is split over the question of paid advertising or free publicity. This much is certain: association advertising is constantly being attracted by individuals offering a press agent service. Unless the advertising committee is able to refute the claims of the press agent, there is every likelihood that discontent

will arise in the ranks and the advertising be stopped.

(7) Changed business conditions.

In this connection I can do no better than to quote A. S. Rossiter of the Magnesia Association of America. He writes:

"We believe our campaign was successful as far as it went, but owing to bad business conditions and other factors not connected with advertising it was decided to discontinue the advertising."

(8) Conditions outside of the association's control.

Labor troubles fall under this heading. Another example, although not strictly in the trade association field, is furnished by the California Olive Association. H. Lindrose tells us:

"The California Olive Association is one of those co-operative organizations whose advertising was discontinued after running a short time. But that was due to the unfortunate botulinus cases and not in any way to the advertising itself."

(9) Failure to get dealer co-operation.

As with the individual campaign, association advertising must receive the support of the retailer and the wholesaler. If the merchant does not join the procession, results are more than likely to be nil. In association work the problem of securing dealer co-operation is made more difficult by the fact that there is not the same close relation between the association and the merchant as there is between the latter and the individual manufacturer. Moreover, association appropriations are often so limited that there is no money available for this important phase of the advertising program.

(10) Reason number 10 is closely allied to number 9. It has to do with the failure to line up manufacturers' and jobbers' salesmen back of the campaign. The importance of this work is too obvious to require explanation.

(11) Flash-in-the-pan advertising.

Here is what H. J. McCarthy, executive secretary of the Cycle



# The Local Advertiser Knows

The department stores, the furniture stores, the men's clothing stores and the women's suit, cloak and millinery stores of Des Moines collectively and also by classifications published more advertising in The Des Moines Evening Capital in the month of July than they published in any other Des Moines newspaper. The twenty-two largest stores gave the Evening Capital a leadership in July of 33,800 lines.

Isn't it a reasonable presumption if the Capital can do it for the local merchants, it can do it for the national advertisers?

**Important Note:** The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

## The Des Moines Capital

*Over Sixty Thousand Daily*

LAFAYETTE YOUNG, Publisher

Special Representatives: O'MARA & ORMSBEE, INC.

New York

Chicago

San Francisco



# Los Angeles Advertising For July 1923

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles daily newspapers.

Classification	Times %	Examiner %	Express %	Herald %	Record %
Agriculture .....	60.00	8.89	8.94	8.63	13.54
Autos and Accessories ..	29.34	29.40	20.80	16.60	3.86
Amusements .....	25.38	21.46	17.38	18.53	17.25
Banks and Financial ..	40.85	24.06	18.29	14.10	2.70
Books and Publishers ..	35.24	33.58	10.16	10.16	10.86
Building Material .....	46.10	23.45	13.15	9.16	8.14
Cafes and Restaurants ..	19.35	44.31	11.25	22.68	2.41
Churches and Lectures ..	40.00	22.53	26.29	7.53	3.65
Cloaks and Suits .....	23.05	25.02	14.70	27.37	9.86
Dentists .....	19.13	37.40	14.80	19.32	9.35
Department Stores .....	26.22	8.12	28.54	22.26	14.86
Druggists .....	26.36	34.06	10.92	19.68	8.98
Foodstuffs and Markets ..	20.38	21.09	17.56	27.99	12.98
Furniture .....	26.29	27.22	15.38	26.24	4.87
Hardware .....	39.17	29.12	6.55	21.81	3.35
Hotels and Resorts .....	36.00	28.92	18.54	10.67	5.87
Jewelers and Opticians ..	27.57	14.46	15.13	39.05	3.79
Machinery .....	85.15	14.85	.....	.....	.....
Medical .....	45.04	18.90	11.58	15.07	9.41
Men's Clothing .....	22.92	27.66	17.20	21.41	10.81
Miscellaneous .....	25.82	29.65	15.17	15.68	13.68
Musical Instruments .....	23.55	36.57	19.68	10.36	9.84
Office Equipment .....	80.32	9.94	.....	6.76	2.98
Proprietary Articles .....	21.19	46.20	10.46	19.02	3.13
Schools .....	32.03	30.87	12.89	20.38	3.83
Real Estate .....	32.86	28.20	22.58	8.24	8.12
Shoes .....	30.43	18.39	18.80	26.66	5.72
Sporting Goods .....	49.44	12.32	1.46	34.37	2.41
Tobacco .....	26.44	45.97	6.22	18.87	2.50
Transportation .....	33.81	28.98	16.69	13.83	6.69
Classified .....	39.01	33.63	8.57	16.95	1.84
<b>TOTAL PAID ADVER.</b>	<b>31.92</b>	<b>26.34</b>	<b>15.80</b>	<b>19.18</b>	<b>6.76</b>

The TIMES leads in 17 classifications

Herald leads in 3 classifications

Examiner leads in 10 classifications

Express leads in 1 classification

## Los Angeles Times

"Emphasizing Life's Better Side"

Eastern Representative: Williams, Lawrence & Cresmer Co.,  
Harris Trust Building, Chicago—225 Fifth Avenue, New York

Trades of America, has to say:

"Advertising co-operatively means just what it signifies. There should be continuity of effort rather than spasmodic flashes-in-the-pan. The results achieved by the Cycle Trades of America, in this connection prove every word of this statement. Advertising should be standardized when worked by an association. It should be kept going the year round, if possible."

For reasons already mentioned, such as the fact that association advertising requires at least several years to prove its ability to accomplish results, any campaign which operates by fits and starts is hardly likely to be very successful. Yet the advertising activities of a surprisingly large number of associations consist of nothing more than a "week" or "month" of intensified selling effort. The remainder of the year may be spent in propaganda work or similar activities not to be classed as advertising.

(12) Failure to tie up individual and association campaigns.

Some months ago the Rust Craft Publishers, Inc., wrote PRINTERS' INK that other members of the Greeting Card Association objected to the Rust Craft Company's individual campaign. This attitude is sure death to association advertising. All the co-operative campaign usually accomplishes—and if it does this it certainly is not falling down on the job—is to pave the way for the individual message. When the opening thus provided is not taken advantage of, the association advertising obviously is largely wasted.

Nevertheless, the members of the Greeting Card Association who claimed the Rust Craft Publishers were stealing the thunder from the association campaign are not alone in their stand. This is a frequent cause of dissension.

(13) Failure to control quality.

More than one association campaign, which was soundly planned, was largely robbed of any possible beneficial effects through individuals whose independent efforts

contradicted or were widely at variance with the policies followed or suggested by the association. Under such circumstances where the individual members do not live up to the claims of the association campaign or do not carry out the association's implied promises, it is impossible for the group effort to attain its rightful possibilities.

There is one more reason that really ought to be given consideration. I refer to the fact that so many co-operative campaigns have ceased because the mark aimed for was reached. In this connection, Chas. H. Swigart, general manager of the Yakima Fruit Growers Association, explains:

WHEN IT IS THOUGHT THAT THE  
JOB IS DONE

"We discontinued our national advertising because we had accomplished all we had expected to accomplish for the time being from national advertising campaigns. We succeeded in making the 'Big Y' brand well known in the markets, in selling the dealer on the quality of our product and figured that we were too small an organization to carry on an extended advertising campaign."

Some readers may not agree that the "Big Y" brand campaign was discontinued on legitimate grounds. Nevertheless, the letter does show that it is not safe to jump at conclusions. It would have been easy enough to assume that the Yakima Fruit Growers Association's campaign stopped because advertising was a failure. Yet, as Mr. Swigart's letter explains, it did everything expected of it.

Now we are ready for a look at the sunnier side of the picture. Exactly what has association advertising accomplished? That question is not so difficult to answer although a comprehensive reply would require almost an entire issue of PRINTERS' INK. Moreover, it is unnecessary to go into excessive detail inasmuch as PRINTERS' INK and *Printers' Ink Monthly* have already carried any number of articles furnishing this very information. For instance,

several score of references quoting complete facts and figures will be found listed on page 91 of the May 25, 1922, and page 169 of the April 6, 1922, issues of *PRINTERS' INK*. The first article contains a bibliography on the results obtained through co-operative fruit advertising; the other is a bibliography of the accomplishments of co-operative food campaigns. In addition a complete list of references concerning association activities appears on page 146 of the September 7, 1922 issue. Among the articles listed in this compilation are many recording the results secured through concerted efforts in the trade association field.

While conducting a survey for the purpose of securing additional information on this phase of the subject I asked George N. Lamb, secretary of the American Walnut Manufacturers' Association, what results he could ascribe to the campaign of the association. He replied as follows:

"For twenty-five years prior to the war the products of the walnut industry had been exported and the market in this country had been allowed practically to disappear. During the war practically all the walnut produced went into war work.

"After the war the industry found itself with greatly enlarged facilities, tremendous supplies of raw material turned back to them by the Government, the old commercial export demand completely gone, the war markets ended, and no demand for walnut in this country.

"The only possibility of continuing in business was to develop a domestic walnut market. In five years the demand for walnut, particularly in furniture, has increased from nothing until today walnut is the principal wood used.

"This market is the direct result of the co-operative advertising by the American Walnut Manufacturers' Association. The demand for walnut is still increasing rapidly and there is no question but that our publicity has made a market for all that can be produced."

A similarly inspiring record is that of the National Association of Ice Industries. There are 2,015 members belonging to this association. They are all producers or distributors of domestic ice. The association launched a campaign in 1922.

#### HOW LOCAL ADVERTISING SUPPORTED NATIONAL CAMPAIGN

After the completion of the first year's co-operative campaign it was found that 630 cities throughout the country had backed up the national advertising by local publicity. Since the ice industry had been a non-advertising industry, this accomplishment is certainly remarkable. To quote Paul H. Harris, advertising and publicity manager of the trade development bureau.

"This association feels that the campaign has been highly profitable to the industry in general, and its continuance is certain. The national advertising has had an excellent effect upon the housewife and her husband; it has given the public in general a better knowledge of the ice business; and the local campaigns have served to tie up with this national advertising so specifically that it is hard to calculate the undoubtedly large amount of good which members participating have obtained from our last year's campaign."

The Association of Manufacturers of Chilled Car Wheels will testify to the efficacy of co-operative advertising. George W. Lyndon, president and treasurer of the association tells us:

"Our sole and only object in advertising is for the purpose of improving the quality of the chilled iron wheel. For over 10 years we have used the medium of eight technical journals and have advertised continuously from an association standpoint and have practically secured 100 per cent of our recommendations for the improvements of our wheels. We believe that our advertising campaign has been of wonderful benefit to us."

A comparatively recent entrant into the association advertising

# *Fall Campaigns in Wisconsin*

Should include the Janesville Gazette because the Janesville market is one of the major markets in Wisconsin.

There are more than 100,000 people in this rich market in twenty-two cities and towns and farms in the territories served by the Gazette.

Neither too large nor too small, the Janesville market is ideal for any try-out campaign.

Intelligent merchandising co-operation that produces results, gladly granted free to advertisers or their agents.

Send for free copy "A Rich Market" showing possibilities of this field in your line.

## **THE JANESVILLE DAILY GAZETTE**

H. H. BLISS, Publisher      THOS. G. MURPHY, Adv. Mgr.  
"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,      THE ALLEN-KLAPP CO., Western Rep.,  
906 Fifth Ave., New York City      1336 Peoples Gas Bldg., Chicago

# true-talk

about SEATTLE and  
her newspapers ^ ^ ^

8

Seattle  
On Top

46.3% of Seattle's citizens own their own homes—a higher per cent than any other big city. For comparison, New York 12.7%; St. Louis 23.8%; and on the Pacific Coast, San Francisco 27.4% and Los Angeles 34.7%.

Seattle's leadership is more than proof of resident prosperity, it is proof of the fact that Seattle's citizens are there to stay—substantial folks removed from the rent worry, and with the money to buy advertised articles.

Make Seattle the seat of your Coast Campaign—and since the Seattle Star leads in both quantity and quality circulation, *make the Star the backbone of your campaign.*

GILMAN, NICOLL & RUTHMAN

*Representatives*

New York Boston Chicago San Francisco

**The  
Seattle Star**

*The  
Quality and Quantity  
Paper of Seattle!*

field is the National Kraut Packers Association. Kraut has been advertised co-operatively with great benefit. Roy Irons, secretary-treasurer, informs us that "This association advertising campaign is a success. In fact, the returns have been way beyond all expectations."

Another witness offering valuable information is F. S. Laurence, executive secretary of the National Terra Cotta Society. Mr. Laurence states:

"We are firmly convinced of the value of co-operative advertising and would say that the united sentiment of our members establishes this as of distinct benefit to them in their individual business. We would, however, like to qualify this endorsement of co-operative advertising with the remark that its value must necessarily depend in great measure upon its character."

Many association executives replied in a similar vein to my question "Does Association Advertising Pay?" For instance I heard from E. D. Tolles, secretary-treasurer of The Electric Hoist Manufacturers Association. He says:

"The fact that the Electric Hoist Manufacturers Association has continued its publicity campaign uninterruptedly for a number of years indicates plainer than words what the members of this association think of that sort of advertising."

Were it necessary, additional information could be spread on the records. But enough has been said to prove, first that discontinued association campaigns are not to be classed as advertising failures and second that co-operative advertising, properly planned and conducted may be productive of material benefits.

### **Boston Advertising Men Give Outing for War Veterans**

The Associated Advertising Clubs of Greater Boston and the Crosscup-Pishon Post of the American Legion, whose members are advertising men, were hosts to 150 disabled veterans from nearby hospitals at an outing on August 11. The outing was held at Plymouth, Mass.

## **Selling Costs**

**T**HERE is a tendency on the part of manufacturers and wholesalers to undertake distribution over a larger territory than can be intensively and economically served. Where too extensive distribution is developed, accounts become scattered, selling costs, advertising and transportation become extravagant and wasteful. Newspaper advertising offers the only economical way of cutting down advertising waste.

**Boston Globe**  
**Baltimore Sun**  
**New York Times**  
**Minneapolis Tribune**  
**San Francisco Bulletin**  
**St. Louis Globe-Democrat**  
**Philadelphia Public Ledger**  
**Des Moines Register and Tribune**

Information regarding these trade centers will be gladly furnished by the advertising departments of these papers, or

**GUY S. OSBORN**

Incorporated  
 Western Manager

**CHICAGO**  
 1302 Tribune Bldg.

**DETROIT** **ST. LOUIS**  
 701 Ford Bldg. 401 Globe-Democrat Bldg.

## Eleven Ways to Dig Out the Selling Appeal

(Continued from page 6)

crude steel girders. They were inferring that delicacy, refinement and looks could not be expected in the new line. This letter and two other similar reports suggested a right-about-face in the advertising presentation. Up to that time the previous history of the company had not been featured. But the reports from the road led to copy directed to dealers which featured "master craftsmanship in steel" and emphasized the company's complete familiarity with the best and most economical methods of handling steel in all forms. The company's previous oversight had been to disregard this obvious talking point as self-evident.

The consumer appeal was also changed; small pictures were run beneath the copy presenting some phase of the craftsman idea. Other illustrations, such as girls in hoopskirts and old daguerreotypes indicated the age and standing of the company, and the new copy "went big."

This agent also finds dealer objections in salesmen's reports which lead him to think along new lines. When ten or twelve of the most usual objections are gathered together they offer a nice subject of discussion at the next sales conference, and the best answers become new but fundamental and practical sales arguments.

"One time," this agent said, "I found by analyzing sales reports that grocers were the principal distributors of a product, whereas we had been working on the assumption that the main outlet was through druggists. We immediately changed the copy, as goods that are sold in food stores must be advertised differently from goods sold in drug stores.

"Again I discovered that a client was dealing almost entirely with hardware stores. This gave him

too limited an outlet. We suggested that the merchandise be put in as a side-line in various other specialty stores. The plan worked.

"An analysis of the orders in one case showed me that the sale of the product was running toward only one size package, and this a small one. A change in copy started demand to function more evenly toward all sizes."

The habit of looking over orders often enables this agent to give suggestions to his clients in regard to the management of salesmen. Contact with so many houses makes him familiar with towns and dealers in different sections of the country. He is often able to tell an advertiser that his representative in certain territory is not calling on enough retailers or that his dealer in some town is not the best one in that place for his purpose. Once or twice he has been able to suggest a more efficient way of making a territory.

He discovered once that a large portion of an advertiser's dealers were low-rated merchants. The salesmen were selling the easiest prospects, and passing up the hard-to-sell ones, who usually are the best retailers to have behind a product.

Then there was a sales and advertising manager who worried about the "bald spots." He gave this name to those places where sales are away off compared with similar sections in other parts of the country. His plant made corsets and had such a bald spot in a certain Western city. On his next trip around the circuit he dropped off there. When he asked the lady who ran the Bon Ton store how she liked the mats he was sending her for the local newspaper advertising, he received a shock when she replied she thought they were useless. They might be all right in the large cities with their talk about style, but in her town there was a different selling argument. The physical director of a big local high school had impressed on her pupils the fact that corsets were good for the health. That feature, not



## THE POTTS-TURNBULL COMPANY

ADVERTISING AGENTS

6 NORTH MICHIGAN AVENUE  
CHICAGO

KANSAS CITY

OMAHA

Mr. T. W. LeQuatte has purchased an interest in the Potts-Turnbull Company. He is Vice-President of the company and director of sales and service for the Chicago office.

"Tim" LeQuatte has even more than a national reputation as a constructive business builder. He is a fearless and successful fighter for honesty, sincerity and efficiency in advertising, merchandising and service.

Thru his relations with various branches of organized advertising he has during the past twenty-five years exerted an unusual influence for the elimination of waste, uncertainty and loss in advertising, salesmanship and merchandising.

He has helped to increase the buying power of the advertisers' dollar thru his efforts for better co-operation and closer co-ordination of advertising, merchandising and sales forces.

Advertisers generally are getting better returns because of his work in helping to build consumer confidence in advertising.

The fact that these practical and productive activities of Mr. LeQuatte are in harmony with the known policy and established practice of The Potts-Turnbull Company is primarily responsible for his becoming a part of this organization.

H. K. TURNBULL,

President.





## A cinch for him—

**T**HE cigar manufacturer puts a band around each cigar—and that ends his trade-marking problem.

But most manufacturers haven't his cinch. The manufacturer of cotton goods or woolen goods or hosiery or linoleum or gloves, for example, can't cigar-band his product.

However, manufacturers in many lines of business enjoy the cinch of the cigar-maker through using the services of The Kaumagraph Company, experts for 20 years in the application of trade-marks.

Its product, the Kaumagraph Transfer, is used to apply the trade-marks of such famous firms as Amoskeag, Van Raalte, McCallum, R. E. Foerderer (vici kid), Migel, Spalding, Corticelli, Standard Kid, Ipswich, Wanamaker, Altman. Its service department has helped to design and apply literally thousands of others *every year*.

Perhaps your advertising campaign is held up or slowed up because of a trade-marking problem. Maybe we can help you. No obligation. Write to our headquarters in New York.

**KAUMAGRAPH COMPANY**

211 West 38th St., New York City

Boston Chicago Philadelphia Charlotte, N. C.  
Paris, Ont., Canada Paris, France



**Kaumagraphs**

merely style, was the sales argument in her locality. But the retailer hadn't incorporated the new sales argument in an advertisement. She simply didn't use the ones sent out by the manufacturer and let it go at that. A trip to see the physical director and some work with the retailer made a new copy series, and a new sales argument, which later boosted sales in a bald spot. The incident also suggested a habit the sales manager has kept up, of making periodic visits to bald spots to get new sales appeals by finding out and overcoming the local sales resistance.

During the time it took to relate all of the incidents noted above, you can imagine my friend the furnace manufacturer assenting with an occasional grunt, sometimes objecting, and then, like so many other manufacturers who have to sell to exist but who haven't yet adopted the comprehensive use of advertising as an integral part of their sales and production policies, he started to apply the methods used by men to dig out dominant sales points for advertising copy to his own sales problems. "It's sort of a new idea to me," he said, "that digging for a thing to write about a product is the same as getting new selling arguments or saying old sales arguments in a fresh way. It does go deeper than I thought."

"We have a hard job getting our men to make enough calls on new customers and prospects. They get into the habit of calling on their old friends and that lessens their sales ability. They don't have to think quickly; they don't have to overcome enough objections to keep fresh. I had to insist that some of my older men make more missionary calls. But I didn't help them enough. It would almost pay me to start advertising to get some new sales angles for them. Our competitors, the Blackstone company, brought out a new boiler, and the advertisements gave the salesmen three new things to say. Another thing that happens to salesmen after they have been out

## THOUSANDS OF DOLLARS' WORTH of ADVERTISING TOO LATE!

THE value of the orders for space in "PUNCH" issues during 1923 which have had to be declined for lack of space amounts to over

### \$80,000

Naturally, those disappointed Advertisers have been amongst the first to book space throughout 1924, with the result that *already over 50% of the total space available in 1924 is booked.*

Every effort will be made to accommodate renewal orders as they arrive, but because of the heavy advance booking no guarantee of space can be given.

*Every issue of "PUNCH" for this year is now full until December 26.*

MARION JEAN LYON.  
Advertisement Manager "PUNCH"  
10 Boulevard Street, E.C. 4  
London, Eng.

"Punch" Office July 30th, 1923



**F**LOATING against a wood-shade background, or out on a sun-drenched meadow, the butterfly is a moving spot of eye-arresting color—till it lights. Then it merges completely with its surroundings.

That same eye-capturing quality, and that same capacity for merging and absorption into the main story—are as essential in the business world as in nature. And you find them in photo-engraving.

For two generations Gatchel & Manning have been making economical black and white plates, and equally economical—color. We would like to serve you.

**Gatchel & Manning, Inc.**

C. A. STINSON, Pres.

**PHOTO-ENGRAVERS**  
Philadelphia

on the road for a while is that they get tired of their own sales points. They use up all the arguments we give them when they're new on the job. But they soon lose their freshness. The average salesman gets tired of them himself and begins to worry that the trade is tired of them too. Instead of digging up new sales points for himself or asking us for help, he is more likely to fall back on price, delivery, personal friendship, or any few points which he happens to think are strongest. The worst of it is that his chief doesn't always know what those arguments are and whether they represent complete selling on the product or represent the company's policy correctly.

"It costs us money to send out special sales representatives in certain territories to overcome this lack of real selling points—or rather the lack of use of our real selling points by our men on the spot. If advertising means digging out new talking points that really represent the company policy, and presenting old and tried sales points, always in a new light or with a new twist, then I know advertising would help us."

This and more along the same line the manufacturer told me. He felt that he had made a discovery when he saw that new copy slants and new sales points were the same thing; when he discovered that there was a whole lot more to advertising than writing a clever bit of persiflage about the factory's product.

There are hundreds of such manufacturers, men who have built up or inherited an established business which has never used advertising in a comprehensive way. They all are advertisers in a sense, since they issue catalogues and occasional printed matter, and have been known to pay for "an advertisement" now and then. At least forty such manufacturers have become real and consistent advertisers since the dawn of 1923. There are innumerable advertising prospects among them; for they need advertising in their business.

# As to "Coverage"

Advertisers sometimes fail to use the local or territorial farm paper because of the "coverage" they get by the use of national or near national farm papers.

Such "coverage" is purely incidental reading as the farmer invariably has his home farm paper—the one on which he relies to guide him in his farming operations, to help him solve his economic problems and to fight his legislative and co-operative battles.

The "coverage" paper deals entirely with general agricultural matters; it is probably published a thousand miles away; the subscriber never sees or hears or knows any of its staff; there is no personal touch; it contains nothing specific as to his crops, soils or climate.

The "coverage" paper is of necessity a generalizer. The local paper is specific. It is read first, last and all the time. It is filed for reference.

Any baseball captain who would undertake to cover the home plate with the right fielder would lose his job in short order. The only way to cover this important point is with the man who is intended for that job and who is on the job all the time.

As far as our territory is concerned — Maryland Virginia, Eastern West Virginia, North Carolina—the Southern Planter is at the home plate.

In this section of kindred soils, kindred crops, kindred markets and kindred people (less than 1% foreign) the Southern Planter can furnish the "coverage" more effectively and economically than any other medium.

The "coverage" paper is properly the capstone of an advertising campaign, but the local paper should unquestionably be the cornerstone of it.

**Get Your "Coverage" from the *Inside* and Not from the *Outside***

## THE SOUTHERN PLANTER

*The oldest farm paper in America*

Established 1840

**RICHMOND, VA.**

Member A. B. C. Circulation over 140,000; semi-monthly 75c. per line now; \$1.00 per line January 1, 1924.

**THE J. M. RIDDLE CO.**

Chicago, Ill.

Advertising Representatives

Offices in seven Cities

## ANNOUNCEMENT

Beginning January, 1924, the American Paint Journal Company, of St. Louis, will issue its third paint publication:

# AMERICAN PAINTER & DECORATOR

Here are the fields these three papers serve:

The American Paint & Oil Dealer, born in 1908, is the merchandising monthly for paint retailers. (ABC-ABP)

The American Paint Journal, born in 1916, is the news and market weekly for paint and varnish manufacturers and jobbers. (ABC-ABP)

The American Painter and Decorator, the practical "how-to" monthly, will go to contracting painters and tell how to sell painting, as well as how to do the job.

The rate card now being mailed is based on 12,000 circulation; actual mailings will be over 20,000.

## AMERICAN PAINT JOURNAL CO.

*Publishers, American Paint Journal Group*

Pontiac Building,  
St. Louis

373 Fourth Ave.  
New York

53 W. Jackson Blvd.  
Chicago

But most of them have been approached so often on the wrong basis that they have closed their minds on advertising as a thing apart from their business. When they think of advertising as digging up and presenting sound, authorized and interesting sales points to retailers, other industries, and the public, it gives them a different slant on the subject; at least it did to this manufacturer.

So I have been thinking over other out-of-the-usual methods of which I have heard by means of which selling points have been dug out. My talk with him was not inclusive by any means, nor is the following list. New selling points have been discovered by accident, and from every conceivable source, including the obvious one of having the salesmen dig them up for themselves—a thing which happens more often than some sales managers will admit. But outsiders and insiders also continually discover sales points by:

(1) Mulling over the Complaint Files:

Here among the heated letters from dissatisfied buyers are nuggets of gold for the man who looks with seeing eyes. My agent friend who discovered improvements for the product has his counterpart in the hosiery manufacturer who looked upon his complaint file as a source of inspiration, not a bother, and secured the Gold Stripe ideas. A trade-mark, an improvement in the product (a stripe below which a "run" couldn't go), and a brand new sales point all at the same time. Scores of other men have found this method valuable. It offers a true happy hunting-ground to the man who wants new copy angles or selling points.

(2) Study of Salesmen's Reports:

The originals, written, many of them on stationery of small-town hotels, will help breathe the true air of romance into many a hackneyed sales talk or piece of copy. Ideas the salesmen have used to sell retailers are good sources. Often the retailer follows the suggestion through, like

BEGINNING WITH THE  
SEPTEMBER, 1923, ISSUE

## POWER FARMING

THE PIONEER FARM POWER  
MAGAZINE

WILL BE PUBLISHED AT

DETROIT

UNDER THE OWNERSHIP of

MR. GEO. M. SLOCUM

PUBLISHER OF THE  
MICHIGAN BUSINESS FARMER

MR. RAYMOND OLNEY  
WILL CONTINUE AS EDITOR

and

MR. W. J. BOYCE  
AS ADVERTISING MANAGER

ONE OF THE FOREMOST FARM  
PAPERS

NEW YORK . . . A. H. BILLINGSLEA  
CHICAGO . . . J. C. BILLINGSLEA

DETROIT

5705 WOODWARD AVENUE  
NORTHWAY 2500

## Opportunity for An Advertising Agency — And Others

A New York firm of high standing would like to share their handsome quarters in a fine centrally located building. But one entrance to section of 3,500 feet, so thought is to share general offices and reception room, fitting up other offices as may be required.

Particularly suitable as buying offices of a Department or Specialty Store, for Commercial Art Studio, or salesrooms of a Photo-Engraving or Printing House.

Would affiliate closely with an Advertising Agency, as can supply layouts, drawings and photography and might, if desired, take an interest.

Will, if wanted, furnish complete phone and office service.

"D. N.," Box 62, Printers' Ink

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## For Hire— A BOOSTER OF SALES

The sales manager for a well-known house is completing his current contract. For his present employer, he has created and developed a successful plan of national distribution. In addition, he has organized a country-wide sales force that has sold up production until 1924. Furthermore, this man knows the advertising game thoroughly. For several years he saw strenuous service in the harness of an advertising manager. He is well versed in mail-order methods, and in one instance he established for a large manufacturer a mail-order department that did a seven figure business annually. This man is thirty, married and exceptionally well recommended. If you need a high-powered sales or advertising executive who can boot a sales goal in a pinch, write to "T. G.," Box 74, care Printers' Ink.

---

the hardware dealer who took the salesman's suggestion about demonstrating a rowboat motor in a barrel in his store and went a step further by taking people who were interested to a lake twenty miles away. These original orders got an outsider and an insider, too, close to the heart of the practical sales points.

(3) Take a Trip to the "Bald Spots":

In almost every concern there are places where the goods don't move easily. There is usually a reason. Find out the reason for the sales resistance by a trip to that spot and a call on retailers there. A weakness overcome makes a new talking point.

(4) Use your Own Home as a Laboratory:

Elmer Dittmar, maker of church furniture tried a new scheme in his own home when he wanted a new hardwood floor. What he found out developed Cromar, a new product, that expanded his market. The home you know best can be made to produce new talking points.

(5) Think of a Better Use:

There is always a better way of using almost everything. Every time a consumer writes in about such a better way, consider it! It often is worth special copy treatment. It offers a new sales argument. An occasional contest for new uses is worth thinking about.

(6) Study of Emotions:

The real desire to buy comes often from an emotion such as pride rather than from reasons why. There is no exact science whereby the advertiser can give orders to use a certain numbered piece of copy to secure from it a certain known-in-advance reaction. Soap has been sold because it doesn't ruin delicate silks, because it doesn't leave any taste on dishes and cups, because it floats or lasts longer, but also because it produces "a skin you love to touch" or enables a woman to "keep that schoolgirl complexion."

A study of emotions is therefore valuable if no selling points are to be overlooked. Good plays, good novels, and the text-books on

# Fastest Growing Radio Magazine

**A. B. C. Auditor's Report**

Shows net paid circulation for six months ending June 30<sup>th</sup> 1923 as

# 67,262

WEEKLY AVERAGE



**For Advertising Rates Write**

**E. C. Rayner, Publisher**      **Jacob Miller, Eastern Representative**  
**125 W. Madison St. Chicago.**      **Times Building, New York City.**





Skywriting is operated exclusively in the United States by

THE  
SKYWRITING CORPORATION  
OF AMERICA

who have purchased all U. S. letters patent and pending patent applications issued to, or owned, or filed by Major J. C. Savage.

*Warning*

The processes of forming Morse or written signals in the air by means of smoke or other visible trails emitted from an aircraft and the apparatus used in connection therewith are covered by Patents issued and pending in America and abroad. Vigorous action will be taken against infringers.

THE SKYWRITING CORPORATION  
OF AMERICA

50 East 42nd Street, New York

Phone Vanderbilt 2431

Cable: Skyryter, N. Y.

emotions have started many men thinking along lines which produced new "emotion" copy angles or sales appeals.

(7) Simplify the Line:

Cutting down the excess variety develops new sales arguments for use on retailers and consumers. There are but few lines that can't be simplified. The possibility is worth study and investigation.

(8) New Outlets:

Does my farm product have a big city use or could my marine engine be used as a power plant on the farm to pump water or grind corn? How about my soft drink syrup: who else can sell it? Why can't the grocer sell it as well as the druggist? How about the chain store? What could be added to the product in the way of a new feature or a new idea which would make it interesting to a new class of distributors? Could my packaged wheat biscuit be sold by cigar stands in office buildings as a noon-time "snack"? How many of my possible outlets am I getting now?

(9) Competitors:

Competitors' salesmen and retailers who are dealers for the other fellow's product reveal many new talking points by a reverse process if properly approached.

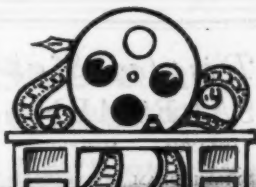
(10) Calls on the Consumer:

New sales ideas are being gathered every day by this method. The final buyer knows more about the way it works, what's wrong with the package and the like than anyone else. The consumer may be Mrs. Jackson in the next street, the purchasing agent for a copper mine, or a farmer in the next county. See a few of them occasionally.

(11) Use the Obvious Sources:

The library contains the best things that have ever been said about almost everything. That is why they have been preserved. History, literature, philosophy, all have talking points for every product for the man who knows them when he sees them.

Study develops the capacity to recognize them. The museums too, are full of suggestions for improving the product's or the



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PRETAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

**BOSWORTH, DE FRENES & FELTON**

PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

If **YOU** were in the show business, wouldn't **YOU** prefer the trade paper that covered your interests most thoroly, fairly and usefully?

Of course you would.

The entire show world is agreed on this.

(See The Billboard's A. B. C. figures.)

**NEW YORK**

1493 BWAY. BRYANT 8470

**CHICAGO | CINCINNATI**

35 50. DEARBORN | 25 OPERA PL.

## Display Sign SALESMEN in

ATLANTA	MEMPHIS
AKRON	MILWAUKEE
BIRMINGHAM	MINNEAPOLIS
DENVER	NEWARK, N. J.
DULUTH	NEW ORLEANS
FLORIDA	PEORIA
KANSAS CITY	TOLEDO

If you are an experienced salesman on high class Window and Counter Display Signs, you can make \$5000 a year and up selling our Photographic and Neograph Signs to best national advertisers.

Exclusive territory to men now producing. Give detailed experience in first letter for particulars and samples.

Other choice territories open for experienced salesmen.

Schaefer-Ross Company, Inc.  
Rochester, N. Y.

*America's Largest Manufacturer  
of Photographs for Advertisers*

## N. U. MEDILL of JOURNALISM

Large faculty, all seasoned journalists as well as experienced instructors. Over half hold responsible positions on staffs of Chicago newspapers.

Frequent FREE Lectures during the year by eminent publicists from all branches of the profession.

Six Co-operating departments equipped to give broad background of knowledge afforded only by university association to those intensively studying in Medill School of Journalism.

### PARTIAL LIST OF COURSES

Check Those Which Interest You

- ☐ Newspaper Reporting and Writing.
- ☐ News Editing.
- ☐ Dramatic Criticism.
- ☐ Editorial Writing and Policy.
- ☐ Newspaper Management.
- ☐ Feature and Magazine Writing.
- ☐ Writing for Business.

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package's appearance. Scores of new talking points are being secured each month from libraries and museums. Don't overlook them.

There are many other ways of getting new sales arguments. The eleven suggested here which came as the result of a talk with a man who thought of advertising as a quick "piece" written about soap or a furnace, are merely suggestive. Every owner of a factory realizes the necessity of getting new sales appeals or new ways of presenting old sales arguments to keep the organization from getting self-satisfied and static in its outlook. Many of them are using one or more of the ways suggested. The sales manager who wants to keep his sales force from getting complacent and satisfied with stock arguments uses ways to get new sales angles, new answers to stock objections. The advertising manager and the copy writer must dig continually to keep advertising arguments from becoming hackneyed.

The furnace manufacturer made the discovery that good copy and new selling arguments were the same thing. This fact draws the production, sales, and advertising departments very close together.

Ideas based on facts secured from practical sources offer a great common denominator between producers of products and the men who sell ways and means of getting those products used.

### Plan to Advertise Gulf Coast Cities in Northern Campaign

A campaign to advertise the Mississippi gulf coast cities this winter in Northern newspapers is being proposed by the Biloxi, Miss., Chamber of Commerce. The other cities interested are Pascagoula, Ocean Springs, Pass Christian, Bay St. Louis and Gulfport, all of Mississippi. Campaign plans call for an expenditure of \$10,000.

### Philadelphia Coffee Account for MacKenney Agency

Alexander Sheppard & Sons, Inc., Philadelphia, roasters and packers of coffee and tea have placed their account with the W. B. MacKenney Company, advertising agency of that city. Newspaper and outdoor advertising will be used.

## Help Your Salesmen To Help Themselves

**T**HE Exalted Society of Order Hounds is a Fraternal Organization that develops earnest, hard-hitting, energetic salesmen. Puts new zip and pep in your entire sales force and keeps each man pushing ahead for the business with enthusiasm and the will to win.

We have a plan that gives the salesman a new vision of his work and his opportunities—dignifies his calling—generates the spirit of independence so necessary in sales work—possesses a strong human interest appeal, and is based upon a type of philosophy and logic that have an instant appeal to every man.

This Fraternity provides for a Goal from month to month and from year to year through the attainment of Honorary Degrees for creditable performance based upon a definite quota for each man in your sales organization.

*It promotes team-work, enthusiasm, inspiration and loyalty.*

There are Seven Honorary Degrees with appropriate Emblems—an Oath and Obligation—Creed and Ritual—much interesting vernacular and sales parlance—with an endless supply of original ideas and constructive suggestions dealing with the relationships of the Salesman, the House and the Customer.

Prize Contests—new Quota ideas—Special Features and Ingenious Plans for the sales department and the executive who is held responsible for results.

Sales Executives and Officials also have Degrees in every Home Kennel of Order Hounds, such as Senior Watch Dog, Junior Watch Dog, Big Barker, Official Growler and Kennel Guard.

If you are interested in putting new life and constructive action into your Sales Force, write us for further particulars.

Upon receipt of inquiry from an executive of your business, stating the number of salesmen in your employ, we will be pleased to send a copy of the Oath and Obligation of The Exalted Society of Order Hounds and give more complete details for your consideration.

### The Stevens-Davis Co.

*Business Analysis—Successful Selling—Industrial Harmony*

1230 to 1236 W. Jackson Blvd.

Chicago, Ill.

# Long-Bell Lumber Company Merchandises a City as It Does Its Own Product

Employs the Same Advertising Tactics Used in Selling Long-Bell Lumber

ON the Washington bank of the Columbia River, fifty miles inland from the Pacific Ocean, a new city is being built. Where orchards bloomed and cattle grazed, miles of streets have been graded and are being paved; over three hundred modern residences have been completed; a large hotel opened, and other buildings, too numerous to mention, are under construction. All this has happened in the last eight months.

The story is an old one in this country's history. Merely as a record of remarkably fast development it differs in no respect from similar yarns which could be told about hundreds of other communities. Where Longview, Wash.—the city referred to—has blazed a new trail is in the advertising and merchandising methods employed to place the community on the map.

Back of the city is the Long-Bell Lumber Company. A few years ago, this company, which, for almost fifty years has been engaged in the lumber business in the South and Middle West, decided to extend its interests to the Douglas fir region of the Pacific Northwest. A large body of timber in the State of Washington was purchased.

Following the timber purchase, a location for the necessary manufacturing plants was sought. The site on which Longview is being erected was chosen. Then unexpected things happened. As R. A. Long, founder of the Long-Bell Lumber Company and chairman of its board of directors explained: "The construction of a great many homes and buildings was necessary to provide facilities for our own people. As we began to work out our plans we found the location we had selected would lend itself to greater development and

provide facilities larger than were required for our own use.

"Consequently, we decided to make Longview entirely different from the ordinary mill town. It was going to be a desirable place in which many thousands of persons might live and do business. Our plans call for a city having a population of 25,000 within the next five years, and 50,000 before the town is ten years old."

## SEPARATE ORGANIZATION IS FORMED

Since the Long-Bell Lumber Company confines its activities to the production and distribution of lumber products an associate company was incorporated to guide the development of the new city. The subsidiary organization is the Longview Company.

The city was dedicated on July 12. The advertising campaign began with a full page in a magazine. Full-page copy has appeared in several periodicals. In addition full-page space has been taken in thirty-two newspapers in as many cities.

Long-Bell lumber has been advertised for a number of years. The Long-Bell Lumber Company, as a result, is fully cognizant of what accurately planned advertising can do. What could be more natural, then, than for the new organization to follow in the footsteps of the old, even though one was faced with the problem of selling a city while the other marketed lumber?

Again, in the matter of planning the advertising appropriation, a leaf has been borrowed from the experience book of the Long-Bell Lumber Company. In fact the city of Longview budgets its advertising appropriation in accordance with the same system adopted by the Dennison Manufacturing Company and other well-known

national advertisers. Dennison, as was explained in *PRINTERS' INK* recently, keeps its appropriation in a fluid condition.

The Longview advertising appropriation pursues a similar procedure. The budget is flexible, expenditures being made with the single idea of keeping the real estate department supplied with inquiries. If inquiries lag, the advertising is expanded. If they come in too heavily for the department to handle, the advertising slackens a trifle.

In so far as the campaign is designed to pull inquiries, the copy savors of the mail-order type. For example, an advertisement that appeared in July in a national periodical is almost crowded with type and illustrations. The text is specific. It tells as much of the Longview story as could be condensed into the available space. There is a real selling punch to the copy.

The copy begins with an explanation of why the Long-Bell Lumber Company selected Longview as the site for its greatest lumber mills. After that the location of the site is elaborated upon, there follows an interesting statement of the advantages various businesses may derive by settling there. A coupon is included in the advertisement, to be used in securing printed literature concerning Longview. To those who send in the coupon a booklet is mailed, which, from the typographical, illustrative and context standpoint, is highly creditable.

Naturally, the number of inquiries received varies from week to week. Reports for June, however, show an average of 200 a day. The inquiries range from the man who would like to know what opportunities there are for him in the way of a position to the big industry seeking more detailed information. The fact is that manufacturers, home-seekers and retailers are evincing interest and that the city is growing rapidly are sufficient proof that a city can borrow advertising and selling axioms from a lumber company and apply them profitably.

## "American Exporter" Staff Changes

Duncan Forbes has joined the staff of *American Exporter*, New York, as Western representative. His headquarters will be at Chicago. For the last four years Mr. Forbes has been Central Western manager of *Export*, New York. He also was Eastern manager of *La Hacienda*, Buffalo, for five years.

J. Munroe Hilburn, who has been with *American Exporter* for the last ten years, has been appointed Pacific Coast manager. He previously represented this publication in New England. More recently Mr. Hilburn has been representing *American Exporter* in the Chicago territory.

## Orders Booked by Western Electric Make New Record

The total amount of orders booked by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., for the month of July exceeded all previous monthly records except during the war. For the four months ended July 31 the company booked orders amounting to \$67,250,000, constituting a high record for that period. Sales billed during these four months totaled about \$50,000,000. For the fiscal year ended March 31, sales billed aggregated \$125,166,115.

## A Pace-Maker for Thirty-Five Years

L. S. GILLHAM COMPANY  
LOS ANGELES, CAL., August 1, 1923.

Editor of *PRINTERS' INK*:

I have followed *PRINTERS' INK* for a good many years. You've kept pace with events; viewpoints as expressed editorially or by your selection of contributed articles are always fresh. I think *PRINTERS' INK* is the greatest publication boon any profession in this country has enjoyed.

L. S. GILLHAM,  
President.

## Will Advertise Outing Shoes in Pacific Coast Campaign

An advertising campaign on outing shoes will be conducted by the Theo. Bergman Shoe Company, Portland, Ore. The campaign, which will be run in Pacific Coast newspapers, is scheduled to begin this month. The Arcady Company, Portland, will direct this advertising.

## Robert E. Jackson Joins Hertz-Hadley Agency

Robert E. Jackson, formerly sales manager of the Peter Schoenhofen Brewing Company, Chicago, and more recently manager of the Sig-No-Graph Manufacturing Company, Chicago, has joined the staff of the Hertz-Hadley Company, Chicago advertising agency.

## Experienced Promotional Man Needed

We have need of a man between 25 and 35 years of age who can furnish a record of successful achievement in working with a group of high-calibre representatives. He must have a capacity for handling detail, and the ability to correspond with dealers and professional men in a manner that will produce respect and co-operation. Experience in Drug and Medical line valuable, but not necessarily imperative. We are a nationally known manufacturing concern located in Chicago. Reply, giving complete chronology for the last five years, and state salary expected. Your reply will be treated confidentially. Address "R.E.," Box 72, Printers' Ink, Illinois Merchants Bank Bldg., Chicago, Ill.

## A MANUFACTURER'S OPPORTUNITY

**Factory Arrangement Wanted  
for Tried and Tested  
Patented Product**

**Product:** An utility with an unusual demand, for it fills a crying need. Made of paper, metal and wire parts to be assembled. Five (5) Products in different sizes are made from this invention: 2 adult utilities and 3 toy utility articles in class of 10c, 25c, 35c, etc. Grand scale production necessary.

**One of the Biggest  
Sales Propositions  
of a Decade**

**Proposition:** We will make a business arrangement regarding the manufacturing franchise — or other mutually satisfactory arrangement.

Address "S. F.," Box 73, P. I.

## Campaign for El Paso, Tex., Getting under Way

Mediums selected for the advertising of El Paso, Tex., in its campaign to start about September 1, include general and medical publications, farm papers and rotogravure and Sunday travel sections of newspapers.

The Gateway Club, a non-stock, non-profit organization, has been incorporated to conduct the \$150,000 campaign. August Wolf, formerly service director of the Las Cruces, N. M., Chamber of Commerce, has been placed in charge. The advertising, as reported in the July 12 issue of *PRINTERS' INK*, will be handled by the Los Angeles office of The H. K. McCann Company.

## Drug Publications to Move to Washington

The Standard Remedies Publishing Company, publisher of *Standard Remedies* and *Druggdom*, will move its complete organization from Chicago to Washington, D. C., about October 1. The two publications will be issued thereafter from that city.

## Baltimore "News" Appoints Vattier Snyder

John E. Cullen, publisher of the Baltimore *News* and *American*, has appointed Vattier Snyder circulation manager of the *News*. Mr. Snyder had been with the Indianapolis *News*, of which he was assistant circulation manager, for seventeen years.

## McGraw-Hill Publication Changes Name

*The Journal of Electricity and Western Industry*, published by the McGraw-Hill Company of California, Inc., San Francisco, has changed its name to the *Journal of Electricity*, by which name it was known prior to 1919.

## Guy W. Vaughan Leaves Marlin-Rockwell Group

Guy W. Vaughan has resigned as vice-president and general manager of The Marlin-Rockwell Corporation, New York, and as president of its subsidiary, Standard Steel and Bearings, Incorporated.

## Has Columbia Tire Company Account

The advertising account of the Columbia Tire Company, Portland, Ore., has been placed with the W. S. Kirkpatrick Advertising Service, of that city. Newspapers will be used.

Martin Goldberg has been added to the merchandising staff of The Hanser Advertising Agency, Inc., New York. He formerly was sales and advertising manager of Samstag & Hilder Brothers, New York importers.





## Construction Day by Day

So great and so constant is the growth of demand for telephone service that the Bell System invests throughout the country an average of three-quarters of a million dollars every working day for new telephone plant.

New aerial lines are always under construction or extension, new subways are being dug and cables laid, larger building accommodations are under way, more switchboards are in process of building or installation, and added facilities of every description being mustered into service to care for the half million or more new subscribers linked to the System every year.

This nation-wide construction, this large expenditure of funds, could not be carried out efficiently or economically by unrelated, independent telephone organizations acting without co-operation in different sections of the country. Neither could it be carried out efficiently or economically by any one organization dictating from one place the activities of all. In the Bell System all the associated companies share common manufacturing and purchasing facilities which save millions of dollars annually. They share scientific discoveries and inventions, engineering achievements, and operating benefits which save further millions. But the management of service in each given territory is in the hands of the company which serves that territory and which knows its needs and conditions.

By thus combining the advantages of union and co-operation with the advantages of local initiative and responsibility, the Bell System has provided the nation with the only type of organization which could spend with efficiency and economy, the millions of dollars being invested in telephone service.



"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

*One Policy, One System, Universal Service, and all directed  
toward Better Service*





## He'll Understand Your Idea

and be able to interpret it to us because he has been on your side of the desk.

Theodore L. Warner became a member of this firm on August 1st. Associated in past years with the Art Department of the George Batten Company and more lately Advertising Manager of J. A. Migel, Inc., makers of "Moon-Glo" silks, Mr. Warner has an intimate knowledge of advertising art and merchandising.

We feel that you will benefit by this new arrangement because it will permit the other members of the firm to devote their entire time to the supervision and production of effective advertising art in the studio.

**THE BOW & ARROW, INC**

*116 West 32nd Street*

*Telephone, Penn. 4261*

*New York*



## O'Sullivan Advertises Companion Product to Rubber Heels

The O'Sullivan Rubber Company, Inc., New York, maker of O'Sullivan's rubber heels, has added a new product. This addition is a shoe sole which is distributed under the trade name O'Sullivan's Taps.

In business-paper advertising, the O'Sullivan company calls the dealer's attention to the consumer good-will which is attached to the long advertised name of O'Sullivan. "Quick sales and satisfied customers guaranteed by a famous name," says the copy. "The new O'Sullivan Taps are fine business builders. They sell readily because everyone knows the O'Sullivan name. They please every buyer because they're just as good in quality as the famous O'Sullivan heels!"

"Give your customers a chance to try the new sole. They'll like it and tell others."

O'Sullivan's Taps will be distributed through the general jobbing trade, the same as O'Sullivan's heels.

## Colonel C. B. McGrath Dead

Colonel Christopher B. McGrath, a former publisher of Cape May and Camden, N. J., and a Civil War veteran, died at Cape May, August 6, at the age of eighty-seven. Colonel McGrath came to America from Ireland at an early age and located at Cape May in 1865 as a printer on the *Ocean Wave*, which he later bought. He sold this newspaper in 1883 and bought the Camden *Democrat*, editing it for many years. He sold the *Democrat* in 1906.

## Portland, Ore., Agency Adds New Accounts

The Pacific States Life Insurance Company, Portland, Ore., has placed its advertising account with Vincent & Vincent, advertising agency of that city.

This agency also has obtained the account of the Greater Portland Association. Campaigns are being conducted in Pacific Northwestern newspapers for both of these accounts.

## T. W. LeQuatte, Vice-President Potts-Turnbull Agency

T. W. LeQuatte, has purchased an interest in The Potts-Turnbull Company, Chicago advertising agency. He becomes vice-president of the company and will direct sales and service in the Chicago office. He was formerly advertising director of *Successful Farming*.

## Gilbert M. Murray Joins J. J. Gibbons, Limited

Gilbert M. Murray has joined the executive staff of J. J. Gibbons Limited, advertising agency, Toronto, Can. Mr. Murray, for eleven years, was chief executive officer of the Canadian Manufacturers' Association.

## Opportunity for Agency Copy Man

Philadelphia Agency, handling only prominent national accounts, has opening for able copy man thoroughly experienced in preparing advertisements, dealer helps, and direct-by-mail pieces and in merchandising advertising to the trade.

Our own men know of this advertisement and all applications will be held in confidence.

State experience fully and indicate starting salary. Samples will be returned. M. B., Box 69, Printers' Ink.

## If You Need an Advertising Manager—

One who has proven his ability as Advertising Manager for a nationally known company and enjoys the highest confidence of its officials—

One who will co-ordinate his work in every detail with your particular business and policies, and can win your sales force to an enthusiastic support of the advertising—

One who is young enough, enthusiastic, and energetic, but keeps both feet on the ground and not in a rut—who has ideas but knows he isn't infallible.

I might be just the man you want. An interview could be arranged at your convenience.

Address "H. S.," Box 66, care of Printers' Ink.

## Are You Looking For the "Right Man"?

### Are You Thinking Like This?

"I wish I could find some capable, dependable young fellow, about 31, who has already made good and yet who is looking forward to something more than a salary—someone whom I could work right into this business after he has proved himself to me."

If you are looking for such a man, there is one available who is now earning over five thousand dollars per year as a salesman. A technically trained college man with good business experience—mostly along selling lines—honest, ambitious and with excellent references, who wants to get into a business and earn a place in it beyond the payroll.

If the first paragraph refers to you, the second refers to me. Together, I'm sure, we could make the conclusion a happy one for us both.

Address "F. P.," Box 63, care of Printers' Ink.

## All 'Round Agency Executive Wanted —Age 30 to 35

To join merchandising specialist in further developing a business established January, 1922. Small investment required.

©

Resident of New York City preferred. Should have pronounced ability either in production and general office affairs or in contact and sales work.

Can only consider basic thinker, "with both feet on the ground" and actuated solely by the urge to progress along substantial lines.

Willing to offer a safe, sensible worker opportunity to associate with me on virtual basis of working partner.

Please Send References with Detailed Letter

Address, "G. R." Box 64

**PRINTERS' INK**  
185 Madison Ave., N. Y. City

## Plan Campaign to Broaden Market for Service Equipment

THE sales status of service equipment was the principal subject of discussion at a joint sales conference conducted by the Service Equipment Associates at French Lick, Ind. This is an association of seventeen manufacturers of service equipment. The conference was attended by 105 representatives of its members.

The object of the Service Equipment Association is to broaden the market for service equipment. Toward this end it is working out an educational plan of which the recent conference was a start. This campaign, it is expected, will be the biggest thing since the "Ask 'Em to Buy" campaign. Members of the association have agreed to carry this campaign on a broad basis without any attempt to exclude other manufacturers of service equipment who are not members.

The three main points developed at the conference regarding the service equipment market were:

First: That service equipment is a separate and distinct line of merchandise and requires an individual sales plan—that it cannot be expected that service equipment can be sold satisfactorily under the same plan as items which are resold by the dealer.

Second: That it be suggested to the jobber who establishes a service equipment department that he put in charge of this department a salaried man of a high type who can render real assistance to the dealer along educational lines, both in the use of the equipment and in showing him how to make the equipment pay dividends. It was suggested that this be a salaried man and that the jobber's present salesmen continue to receive their commission on service equipment in their territories.

Third: That service equipment should be sold for what it will do—not for what it is. In other words, the dimensions, number of nuts and bolts, horsepower, etc., is not the basis on which to sell service equipment to the dealer, but rather on the basis of what it will do and what it will earn for the dealer.

Bridges & Pierce, publishers of the Luling, Tex., *Weekly Signal*, plan to issue that publication as a daily and weekly newspaper.



## STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

*Layouts, designs, and Illustrations for every purpose in every practical technique.*

WRITE US FOR SAMPLES OR  
BETTER STILL ASK US TO CALL

## Overcoming "Old Man" Prejudice

One of our subscribers recently wrote us for a list of references to articles that have appeared in the PRINTERS' INK Publications showing how manufacturers, with the aid of advertising, have overcome prejudice against their merchandise.

In an editorial answer in PRINTERS' INK covering this subject, references to forty-five articles were given describing the activities of such companies as:

Ground Gripper Shoe Co.  
Old Town Canoe Co.  
Gordon Van Tine Co.  
Fuller Brush Co.  
The Phillips-Jones Corp.  
M M Importing Co.  
American Optical Co.  
Wilson Bros.  
The United States Playing Card Co.  
The Palm Beach Mills

The Armstrong Cork Co.  
The Davenport Bed Makers of America  
The H. W. Gossard Co.  
Rolls-Royce of America, Inc.  
Joseph Tetley & Co., Inc.  
American Chiclet Co.  
Cleveland Metal Products Co.  
The Selby Shoe Co.  
Lawyers Title and Trust Co.  
Sperry Flour Co.

A few reprints of the complete report are available to executives who request a copy on their business stationery.

**THE PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue New York

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

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NEW YORK, AUGUST 16, 1923

**Dumping vs. Co-operating plus Advertising** Professor B. H. Hibbard, head of the department of markets at the University of Wisconsin, writing in *The Dairy Farmer* on "Co-operation in Marketing Dairy Products" says that "Goods are dumped or they are merchandised."

There is a whole era of marketing wisdom compressed into that single assertion. It at once explains the present discontent among farmers and suggests the cure for it. In the past, farm marketing was little more than a dumping process. In fact the selling of any kind of a product is nothing but dumping unless the producer is able to control or at least to influence the market for his product. Today every well-managed manufacturing business correlates its production with the expected demand for its merchan-

dise. The business that does not do this is always being caught in declining markets and is obliged to make unnecessary sacrifices to get out from under. Manufacturers have made progress in their selling just to the extent that they have got away from the necessity of dumping surplus production.

The farmer must do the same thing. Whatever progress we have made in agricultural marketing has been accomplished through the adoption of measures which have stopped dumping. It is in this respect that many of the large farm selling associations have achieved their greatest success. The California Fruit Growers Exchange is probably the most conspicuous example. If we keep that word "dumping" in mind we will have a better appreciation of why this organization has been so notably successful. Dumping used to be the curse of the citrus fruit industry. The season's crop was thrown into a few of the country's principal markets. Obviously these centres were soon glutted, prices were demoralized and the bulk of the crop was dumped instead of sold.

The Exchange has stopped dumping in two principal ways—through routing its cars according to the needs of various markets and through advertising which regulates and stimulates demand. The Exchange prepares the way for increased production by advertising to increase demand. There are many other details to its system, but those few words explain the essentials of the California marketing plan.

That method of operation always works out when advertising is able to maintain an equilibrium between production and consumption. But where there is a vast surplus of production over the needs of the consumer, the old law of supply and demand begins to work, with the result that the market is demoralized, and dumping, if the supply holds out long enough, takes the place of merchandising.

In a degree we have this situation in wheat at present. To a

certain extent advertising can increase the existing demand for wheat products, but it cannot increase it sufficiently to take care of the surplus that exists over present requirements. At the same time it is unjust to the producer to let this surplus demoralize his market.

What can be done about it? Economic law will take care of the situation in the long run, but economic law is too merciless in its enforcements. It ruins too many lives. The answer is that farm production must be controlled, curtailed or regulated in some way, just as we are beginning to do in the manufacturing world. This is admittedly a most difficult task, but it is the only way that dumping can be prevented.

### **Is Retailing as a Profession Harmed by Advertising?**

Retailers often complain that advertising, trade - marking and packaging is making slot-machines out of them. They say that these modern developments deprive the merchant of his professional duties. It has long been his duty to *select* goods that will suit the requirements of his trade and to *advise* with his customers as to their needs and the best way those needs can be satisfied. Roughly stated that is the professional side of a retailer's job. His work, it is frequently stated, loses its professional aspect when the merchant does no more than to hand out what is asked for.

It is our opinion, however, that retailers need not worry over the loss of their professional rights. They will never lose them. Certainly advertising will not take them away, as without question it makes the retailer's work more important than ever. Several recent experiences convince us that it is the retailer, himself, who, in too many instances, is failing to give that professional service that we expect of him.

A friend told us the other day that it took him five years to get

a garden sprayer that was exactly suited to his needs. He bought one or two every year, each time on the advice of his retailer, but for some reason the sprayer failed to give satisfaction. There was nothing the matter with the sprayer in itself. It was merely unfitted for the requirements of our friend. The retailer carried all kinds and could have recommended the right type. The trouble is he does not adequately know his line and to that extent fails in his professional duties. This spring our friend went to another retailer and got a sprayer that is absolutely suited to his needs. The salesman chatted with him a few minutes and then unhesitatingly recommended the sprayer which is now being used with so much satisfaction.

A certain family had been getting much of its food supply in the grocery department of a well-known New York department store, but always had trouble with "swelled" canned goods. Nearly every time a purchase was made, two or three "swelled" cans would be delivered. Each time the store would apologize and cheerfully make a refund, but the same mistake would be made the next time. At last the family lost patience and stopped buying at the store. Now we all know that "swelled" canned goods are dangerous. A retailer who retains an employee who repeatedly sends out "swells" on orders, is failing in his professional duties. When we patronize a grocer we at least expect to be furnished with safe food.

Joseph Ewing, general sales manager of the Phillips-Jones Corporation tells us that one of their hardest jobs is to get retailers to sell a style of Van Heusen collar that is suited to the face and neck of the prospective wearer. Here again is a chance for a professional service that many retailers seem to be missing.

Incidents could be multiplied indefinitely. Careless retailers have no reason to complain that their professional rights have been invaded.

### **Private Brands Not Able to Compete Here**

When the 1922 carry-over raisin crop was recently offered to the trade, jobbers were given an opportunity to purchase raisins under their own private brands. According to the *New York Journal of Commerce*, they have not availed themselves of the privilege to any extent.

This same authority declares that "the Sun-Maid brand stands supreme and independents find it difficult to get business for their private labels now that they can secure them." Private brand raisins have been in eclipse for some time. Various reasons are ascribed. Some folks say that jobbers have been loath to push their own private label goods because they have not been assured of a steady supply. Also independent packers have been seriously handicapped because jobbers expected them to sell the same quality as Sun-Maids at a less price.

Other causes for the present unpopularity of private brands could be catalogued, but the main cause is that advertising has concentrated demand on the Sun-Maid brand. The plain truth is that other brands are not in demand. Of course, some business for private label goods could be sneaked in under the skirts of Sun-Maid popularity, but getting business of that kind is too much of an uphill fight to make it profitable.

It should not be forgotten that the raisin industry owes its present large volume almost entirely to advertising. To be sure there was a raisin business long before raisins were advertised, but the industry has registered its enormous expansion only since advertising was started. When an advertiser builds international demand for a product, where it did not previously exist, and thus creates a new source of revenue for distributors, he is at least entitled to their co-operation. For distributors to set up in competition with such an advertiser, which is what they do when they

push private brands, does not seem like enlightened policy.

### **Press Agency That Starts Trouble**

Seldom has one of the great evils of press agency been given a more severe body blow than that contained in the recent supplementary report of the United States Coal Commission. In this temperate report the Commission condemns with impartial justice the wrongs done by both operators and miners and the "publicity" methods of both sides comes in for attention.

When a strike threatens or is in progress, which, according to recent experiences is most of the time, both sides send out much costly paper filled with what is called information for the guidance of editors, who are expected to pass it on to the public. A large part of this material, the Commission states in its official report, has little relation to the actual facts. But some of it does get by the editors and has a distinct tendency to widen further the gulf between the two sides who must co-operate if the public is to get coal. When the publicity for both sides gets printed, the quarrel grows more bitter, the general public more confused. This miscalled information is nothing more or less than straight strike propaganda, which usually distorts facts and has no other effect than to make both sides more angry at each other, a fact which causes trouble and inconvenience to the public.

The United States Coal Commission is a fact finding commission appointed by the Government. It is to be congratulated on having discovered among other things that the "information" issued by both sides in the coal dispute is press agency which should be discontinued in the public interest. Some of the money now used by both the operators and miners in sending out misleading information could well be spent in hiring engineers and marketing experts to improve the distribution end of the business.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and  
Piedmont Cigarettes)

Johns-Manville, Incorporated

Western Electric Co.

American Chicle Company

**"NOT HOW MUCH, BUT HOW WELL"**

**NOTE:** We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.





## World's Star Knitting Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY	MONTHLY
D. L. Galbraith	<i>President</i>	Yes	Yes
L. M. Nims	<i>General Manager</i>	"	"
Perce Pearce	<i>Sales Prom. Mgr.</i>	"	"
A. C. Angers	<i>Div. Sales Mgr.</i>	"	"
L. A. Johnson	<i>Div. Sales Mgr.</i>	"	"
L. C. Davis	<i>Agency Mgr.</i>	"	"
D. A. Ellis	<i>Merchandise Mgr.</i>	"	"

\* Information furnished by the World's Star Knitting Company.

Fred M. Randall Company individuals who are readers of PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated:\*

NAME	TITLE	WEEKLY	MONTHLY
Fred M. Randall	<i>Pres. and Treas</i>	Yes	Yes
M. L. Randall	<i>Vice-Pres.</i>	"	No
Frank W. Atherton	<i>Vice-Pres.</i>	"	Yes
Richard J. Sherman	<i>Secretary</i>	"	No
Chas. E. Foerster	<i>Director of Service</i>	"	Yes
Col. A. E. G. Nye	<i>Director of Copy</i>	"	"
W. L. Austin	<i>Account Executive</i>	"	"
J. Conley	<i>Cashier</i>	"	No
Ray Senusky	<i>Account Executive</i>	"	Yes
<i>Chicago Branch</i>			
Albert L. Gale	<i>Vice-Pres.</i>	"	"
Chas. W. Mather	<i>Vice-Pres.</i>	"	"
M. A. Carpenter	<i>Account Executive</i>	"	"

\* Information furnished by Fred M. Randall Company.

The PRINTERS' INK Publications will carry your sales message direct to those who buy or influence the buying in the organizations of the leading advertisers and advertising agents.

# The Little Schoolmaster's Classroom

A WELL-KNOWN advertiser in the cotton goods trade became dissatisfied with the results obtained from the ordinary sales convention. Always some loud-mouthed, garrulous salesman would minimize the value of the whole convention by bellowing out in open meeting at some session that "these powwows may be good things, but I never learn anything new at them. This is all old stuff to me. My grandfather taught me those tricks before most of you fellows were born."

So this year the sales manager decided to try something decidedly different. He is having his men leave their territories in teams of two at a time. The pair is sent to the company's mills in New England for one week. Heretofore the conventions have been held in the sales offices in New York. While at the plant the salesmen virtually become mill employees. They have to check in in the morning at the same time as the rest of the hands and are obliged to work all day at the tasks that are assigned them. As the Schoolmaster understands the program, the men are engaged in the shipping-room for most of the work. They have to fill orders, pack boxes and nail them up just as though they were on the regular shipping department payroll.

\* \* \*

The shipping-room experience teaches the men more about their shortcomings than would a dozen conventions or any number of homiletic discourses. There they learn at first hand what a peck of trouble an irregular order causes; for they have to fill it themselves. For the first time they begin to appreciate the nuisance that an order for a mixed case or for a jobber's special label precipitates. They see how annoying the improperly made out order is. They find out at first hand some of the reasons for delayed shipments and

realize that it is the salesman, himself, who is often responsible for delay. A week of this kind of experience usually cures the worst offenders of some of their most glaring faults.

The visit to the mill generally has another remarkable effect. It happens that a wonderful house spirit exists at this particular mill. The operators take great pride in the product. They are jealous of its reputation and earnestly strive to maintain the standards that gave it its high standing. Current advertisements are kept posted in all departments of the mill, and it is a common occurrence for employees to remark that they must keep faith with the people who read this advertising. Obviously, this contagious mill spirit is bound to have a mollifying effect on a hard-boiled salesman, who may be entirely too lukewarm in his attitude toward the product and to its advertising.

The superintendent of this mill is largely responsible for the enthusiasm that pervades it. Like Charles Schwab, he has the rare gift of being able to communicate a fighting yet friendly loyalty to those who work for him. One of his stunts, when a foreman or a sub-foreman is falling down on production or seems to be growing stale, is to send him out to Detroit to visit the Ford plant. No man can witness the Ford wheels go round without coming back with a renewed enthusiasm and with ideas for speeding up his own work.

\* \* \*

When Euclid defined the geometrical "straight line" as being the shortest distance between two points, he undoubtedly had a modern railroad map in mind. The readers of the Classroom know that railway maps are always laid out showing the railroad devoid of curves, bends, detours, and other departures from Euclid's definition. Of course, a



## Charting the Nation

**A**T the sign of the Red Gargoyle every motorist knows he can find standard nourishment for his car. His way is charted the nation over by this distinctive "Ing-Rich" Sign of solid colored porcelain (fused into steel). It will be a dependable guide for years and years to come because it is practically indestructible.

Are your own stations charted so well as the Gargoyle's? We will be glad to tell you how they can be—and economically, too. Will you use the coupon herewith?

**Ingram-Richardson Manufacturing Co.**  
College Hill Beaver Falls, Pa.



**Ingram-Richardson Manufacturing Co.**  
College Hill, Beaver Falls, Pa.

Gentlemen: Kindly mail us a copy of your sign catalog for our files.

Name

Company

Address

## HIGH GRADE NEWSPAPER ADVERTISING SOLICITORS WANTED

We have a few good openings in a live, progressive Metropolitan City, within a few hours' ride of New York, for live, energetic display advertising solicitors. The men whom we have in mind must have had experience in local fields, have constructive ideas and an intelligent understanding of the details of servicing local accounts, and, above all, must be 100% ambitious and not afraid of work.

Reasonably good salaries will be paid to start, with assurance of rapid advancement, dependent upon success in this field. It is one of the best local advertising fields in America. Write full particulars and give five references.

Care of K. B., Box 65, Printers' Ink, New York.

### One Letter Pulled \$30,000.00 Cash!

BOOM YOUR BUSINESS WITH DON MAGOON SALES LETTERS, written especially for you after study of your selling problems. During 12 years, Don Magoon Advertising Copy has been used in the greatest Direct Mail triumphs of our time. Fee only \$3.00 per letter or page. Send me, with remittance, all necessary information about your business and literature already used, if any.

"DON MAGOON," Suite F  
2784 Prairie Ave., St. Louis, Mo.

## A YOUNG MAN'S OPPORTUNITY

Bright, clean-cut young man wanted in sales and advertising office to assist manager. Long established, aggressive manufacturing concern. Location, New York City. State full particulars.

"L. A.," Box 68, care Printers' Ink

railroad cannot be built in a straight line, as it must follow the contour of the territory that it is covering.

Just why railroads have never seen fit to have their maps show the actual path of the tracks, the Schoolmaster does not know. He is glad to say, however, that the Union Pacific System has brought out a new map which is a definite departure from the old style railway map, in that it shows the United States and railway lines as they really are with respect to latitude and longitude. All curves, prominent enough to be portrayed on a map of its scale, have been carefully reproduced in marked contrast to the veteran old-time railroad maps which showed the railroad line from Chicago to Denver, for instance, as straight as a taut string.

\* \* \*

F. F. Wagner, the advertising manager of the Union Pacific Railroad, in writing the Schoolmaster about this new map, has this to say:

"This may deprive newspaper jokesmiths of the basis for some of their quips, but, on the whole, we believe the new map will be well received by travelers and shippers and students of geography. It shows not only the entire United States, but also inset maps of the Pacific and Atlantic Oceans, most of our insular possessions, the coast of the Orient, Europe, Africa, and North and South America with their more important seaports. It shows parallels and meridians, standard time zones, topography and all important railway lines; also the great national parks of the West, with the automobile roads connecting the parks with the rail gateways."

A map of this kind will inevitably be useful for reference purposes. It is likely that the Union Pacific System will be rewarded for its enterprise by having its

# "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

advertising folders, containing the map, kept permanently as a reference document.

\* \* \*

There are some folks in the world who still feel that such things as vacuum cleaners, electric toasters, washing machines and even chafing dishes are "new-fangled notions." These people are not of the present generation which has been brought up on advertising and to which nothing is particularly new, but the older folks who have not kept pace with the rapid industrial progress of the last few years. To some of these, modern articles of commerce are still "contraptions."

One merchant in Pennsylvania sensed this fact and by a simple advertising scheme killed two birds with one stone, this one and another. He secured letters from people who owned the oldest Royal cleaners, a make he was selling, and published them in his newspaper advertisements. One advertisement contained an account of Royal No. 754 which had been in service for eleven years. Another lady owned Royal No. 1049 which she also had used for the same length of time. Many letters of this character were printed and many old folks who still looked upon electric cleaners as "contraptions" were shocked when they read these advertisements and learned that Royals had been cleaning houses right in their own town for fifteen years

Because of constantly increasing business the leading Advertising Service company in this country, with offices in Chicago and New York, is now in a position to use three additional men as sales representatives in permanent territories. We want men between 27 and 40 years of age having a thorough knowledge of retail advertising.

The compensation plan includes traveling expenses, with salary and bonus in proportion to sales ability. Most of our present representatives were formerly advertising managers and have been with us since the beginning of the company.

Give full details and submit photograph, if possible.

Address "J. T.," Box 67, P. I.

**Proprietary Medicine**  
Manufacturers large and small all read and rely on the trade paper of their industry.

**"Standard Remedies"**  
(440 South Dearborn, Chicago)

**American Lumberman**

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

**COVERS LUMBER FIELD**

**FREE**

Prospectus of complete course of study in

**ADVERTISING and SELLING**

Instructor in  
Advertising and Selling  
Bryant & Stratton College  
Buffalo, New York



**Howell  
Cuts**

for house organs  
direct mail and  
other advertising

ask for proofs

Charles E. Howell, Fisk Building, New York

### 'Trade Paper Brains

plus advertising sales experience and executive ability can win for their owner a substantial interest in one of the best business paper properties in the Middle West. Personality, enthusiasm and a successful publishing experience are other helpful assets. The opportunity offered is unlimited.

The owner of the business, who is himself young and ambitious, seeks a connection with another like himself who can become a partner in every sense of the word. Perhaps the man he has in mind is connected with a business publication where the salary is limited and the chance for acquiring an interest is remote. No investment is necessary, providing the qualities named above are present. Send full details, which will be kept confidential, and photograph, which will be returned. Address "P. D.," Box 71, care Printers' Ink.

**EVENING HERALD**

Los Angeles, Cal.

**Gains 20,347 Daily**

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....166,300 daily  
Six Months Ending Sept. 30, 1922.....145,953 daily  
Increase in Daily Average Circulation ..... 20,347

**It Covers the Field Completely**

Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

Is your business affiliated with

**Advertising?**

If so, do you need a

**Sales Manager**

who has been through the mill from Salesman to Branch Manager for one of the AA-A1 companies?

A man of sufficient maturity to have the judgment born of long experience, and young enough to generate and maintain enthusiasm and properly directed energy in the selling organization. A man whose ability justifies substantial earnings, and desires an opportunity where his experience can be utilized to its maximum possibilities.

If you have a proposition which fits the above outline, further details will be promptly given. Address "E. M.," Box 61, Printers' Ink.

**Publisher, Industrial or Agency Connection Wanted**

by man now and for four years manager for publisher of magazine, books and correspondence course.

Previous connection with specialty machine manufacturer as advertising manager for three and one-half years.

Seven years' previous experience in mail-order and jobber fields, as stock-keeper, salesman, catalogue man and correspondent.

Thirty-three years old, married, college education. Wants to stay in Chicago. Address "N. C.," Box 70, c/o PRINTERS' INK, Ill., Merchants Bank Bldg., Chicago, Ill.

or more. It removed the "new-fangled" idea from their minds.

\* \* \*

The other bird which this advertising stone disposed of was the bird of doubt as to the practicality of such machines. You know a lot of folks are more or less afraid of machines. They don't know anything about machinery and they don't dare to learn and then, too, they haven't much confidence in the ability of machines to stand up under service, they are afraid they will wear out or go wrong or something. So these old-ownership letters became an aid in dispelling such doubts.

It seems to the Schoolmaster that this idea of making old products help sell new ones is an idea that could be used to a much greater extent than it is. It is applicable to many lines. Even such a product as the Rolls-Royce car used it. This company states in its advertising that no Rolls-Royce has ever worn out and specific cases are given to prove its lasting quality.

**Owens Bottle Reports Increased Net Earnings**

The Owens Bottle Company, Toledo, O., machine-made glass containers, and its subsidiary companies, for the six months ended June 30, 1923, reports a total income amounting to \$3,483,735, as against \$2,831,489 for the same period of the previous year. The net earnings for the first half of 1923 are \$2,521,603, compared with \$2,149,553 for the corresponding six months in 1922.

**Return to Staff of Worcester, Mass., "Telegram-Gazette"**

William F. Reardon and Charles W. Fetherholt have joined the advertising staff of the Worcester, Mass., *Telegram-Gazette* with which they previously had been associated.

**DEALER HELPS THAT HELP IDEAS AND MATERIALS FOR SALES PROMOTION**

A Printing Service Producing Remarkable Results

UNUSUAL ANNOUNCEMENTS AND GREETING CARDS

EASTERN MANUFACTURERS, Inc., 90 West St., New York

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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**SUCCESSFUL** agency for sale. Splendid business—wonderful opportunity. Well located and established. Exceptional record. All or half interest and management. Cash. Box 529, P. I.

*Litchfield*  
**KNOWS**

#### STUDIO

on Thirty-fourth Street may be shared during day by refined person whose work does not conflict. Easy terms to right party. Box 548, Printers' Ink.

## S LOGANS

and Trade Names Originated.  
Clients in Three Countries.  
Leo Bott, Little Rock, Ark.

**To House-Organ Editors**—We have half a dozen cover designs used for a house-organ 6 in. by 9 in. and 5½ in. by 8½ in., and would be willing to dispose of either the plates or drawings at a reasonable price. Some of the drawings cost up to \$75. Box 549, P. I.

**UNUSUAL** opportunity for publisher or general manager who can command \$25,000 or more cash to secure control evening property in an Eastern city of approximately 100,000. Prompt action necessary account unexpected change in owner's business plans. Address Box 528, Printers' Ink.

#### SOLICITORS

in large Eastern cities wanted to sell space in Great Falls street cars on commission basis, as a sideline. Generous commission, exclusive territory. Write today, giving references and present employment, to Greenfield Advertising Agency, Great Falls, Mont.

**Multicolor Presses, Addressing Machines, Multigraphs, Letter Folders, and other office devices.** Save half. Pruitt Co., 170-PI North Wells Street, Chicago, Ill.

**\$5,000.00** buys an established publication. One-half cash, the balance may be paid from profits. Box 526, Printers' Ink.

**WEEKLY FOR SALE**—Doing a large volume of business; average advertising rate 40 cents per inch. Fully equipped job and trade plant; town of 12,000. 1922 profit in excess of \$4,000 after paying owner substantial salary. Apply to M. G. M., 1 Endicott Ave., Marblehead, Mass.

### HELP WANTED

**SECRETARY** for New York Advertising Manager. Excellent opportunity for alert, capable young woman who can assume responsibility and handle details. Box 535, Printers' Ink.

#### PARTNER

wanted in established Chicago Advertising Agency able to secure and handle his own business—no investment necessary. Box 532, Printers' Ink.

**Salesmen** to sell window and lobby advertising campaign to banks and real estate offices; a splendid earning opportunity; write with particulars to A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

**JUNIOR** Promotion Man—Publishing house requires young man as sales correspondent. Unusual opportunity for development and advancement. State age, nationality, experience and present salary. Box 527, Printers' Ink.

**ADVERTISING SALESMAN** with successful experience in selling advertising service to manufacturers and jobbers. Good position with long established Pittsburgh Advertising Agency. Commission basis. References. Box 530, P. I.

**ADVERTISING** representatives wanted for well-financed, rapidly growing, semi-monthly magazine of national circulation, one for Pacific Coast work, another for Eastern States. Full time men with no other interests or side lines. Must have had successful experience in magazine, newspaper or trade publication work. State salary requirements, previous experience, full details and give references. Box 2844, Tampa, Florida.



**PROOFREADER**—Male or female—final and critical. To prepare copy and read proof. Highest standards of quality to be maintained. Give detailed record. Reply to Box 552, Printers' Ink.

#### ADVERTISING MEN

in principal cities to sell space in international directory; leads given; commission 25%. Address Box 554, Printers' Ink.

**Advertising Representatives Wanted** in New York, Cleveland, Chicago and Coast for monthly magazine established January, 1922. Individuals or agencies who can command advertising contracts. Mr. H., Room 504, 1465 Broadway, New York City.

**New York publishers** of high-class publication wish to secure one of the world's real workers to represent them in Chicago and the Middle West on a commission basis. This is an opportunity for the right man to connect with a publication of unusual merit. Box 550, P. I.

**There is an excellent opportunity** in a large sales organization located ninety miles from New York, for a man who can handle all sales correspondence and sales detail work. This is an inside position and applications are desired only from those who have had a thorough training in office detail and correspondence. Mention age, experience and salary desired. Box 525, Printers' Ink.

**ILLUSTRATORS**—Must have proven ability, and capable of working in variety of mediums—oil, opaque, wash, etc. Excellent opportunity to become associated with national campaigns of prominence. Salary based on ability. Only experienced men of proven ability need apply. Write fully of experience and state salary expected. The Burleigh Withers Company, 619 N. Michigan Ave., Chicago.

#### EXPERIENCED COPY WRITER

Young N. Y. agency is in need of an experienced copy man with some layout ability.

An intimate knowledge of the Automobile field will be helpful, but not absolutely essential.

The position open will be on a part-time basis temporarily, but the right man will be able to develop a permanent place for himself within a short time.

Address Box 536, Printers' Ink.

## Account Executive

A fully recognized Eastern agency with a reputation for doing things a bit differently needs a man who can combine the function of an account executive with some writing. But most important of all is a wide merchandising background; we might pass up the writing part. The opening can well tempt a man holding down a real job. Address Box 531, Printers' Ink.

**Wanted**—Classified Advertising Manager thoroughly acquainted with every branch of the department. Only a man of experience and success will be given consideration by a leading seven-day newspaper in New York State. All applications strictly confidential. Address Box 524, P. I.

#### A PROOFREADER

**WANTED**—by New York organization, a woman, experienced in reading proof and manuscript. Library experience desirable. An interesting opportunity. Apply, by letter only, to Miss L. M. Smith, Room 810, 30 Church Street, New York City.

**WANTED**—Experienced go-getter circulation manager capable of adding 50,000 subscribers in four months to well-established, well-financed national publication, semi-monthly, \$2 per year. Keen reader interest. Present circulation 30,000. State salary wanted, give complete details and references first letter. Address Box 2844, Tampa, Florida.

**One of my clients** seeks the services of a bright young advertising man who can write very good letters to produce orders by mail, lay out circulars, trade paper ads, etc. The salary will be moderate to start, but it's a big chance to grow. State experience, minimum salary, etc. Do not reply if you expect to bluff your way into a big salary. You will start at the bottom. Edward H. Schulze, Woolworth Building, New York City.

#### WANT FIGURE ARTIST

who does pen and ink well. Must devise and draw situations in color, containing people who look natural, human and appealing. Good salary and good future for steady man who can forget the bright lights and stay put with a live organization in a growing field for art work. Send samples with letter (not later) and state salary, age and habits. Wilson H. Lee Advertising Service, New Haven, Conn.

**ADVERTISING MAN**, experienced in retail newspaper, direct mail and mail-order advertising; needs to have working knowledge of printing and engraving methods, real copy-writing ability and, above all, be sincerely interested in his work. Attractive future with clothing chain store organization to dependable man, able to supervise details and assume considerable responsibility. State fully age, past experience in lines mentioned, present connection and initial salary desired. All information confidential, of course. Wholesale Direct Tailors, 87 Ellicott St., Buffalo, N. Y.

#### POSITIONS WANTED

**All-round Advertising Man**—Young, original. Direct and trade paper experience. Practical knowledge of engraving, printing and art work. Able copy and layout man. Box 541, P. I.

#### AVAILABLE

Yale graduate, formerly editor of World Retailer, research and copy man for National Cash Register Company. J. H. T., 31 Clinton Ave., Montclair, N. J.

**YOUNG WOMAN**—Six years department store advertising manager and director fashion art work. Desire similar or specialty shop connection vicinity Chicago or Indianapolis. Box 545, P. I.

### EXPERIENCED ADVERTISING SOLICITOR

wants a good, live publication to represent in the Chicago territory. Box 542, Printers' Ink.

**An experienced buyer of printing and engravings** wishes a position with a manufacturer or advertising agency. Address Box 553, Printers' Ink.

### Successful Writer

Wide experience as copy chief for big N. Y. Agencies.  
Box 534 Printers' Ink

### ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 538, Printers' Ink.

### I want a JOB

Production layouts, estimating. I know how to buy art work and am a practical printer. With last connection 8 years. Salary \$3,000. Box 540, Printers' Ink.

### A Furniture Enthusiast

college and technical school training, backed with common sense and a will to execute ideas, wishes to advertise good furniture. Prepared to write copy and make the layout. Understands typography. Can make the illustrations and do the interiors. Box 546, Printers' Ink.

### A REAL COPY MAN

who can intelligently and capably handle anything that comes along, will connect with Midwest agency. Ripe experience. Good personality. Advertising sense. Executive ability. Clean record. Unquestionable references. Now employed. Address "G," Box 543, Printers' Ink.

**Advertising-Sales Promotion man.** Experienced salesman, manager, writer and executive. Familiar with general mail order, direct mail; also business paper and semi-technical copy and plans. Good personality, mixer, analyst, accepts responsibility, works hard, and has exceptional references. Now employed, but available. Salary about \$6,000. Box 551, Printers' Ink.

### HOUSE ORGAN EDITOR

Have handled sales and factory publications, advertising copy, sales promotion literature for one of country's largest manufacturers with pronounced success. Fifteen years' advertising and agency experience. Exceptional references. Prefer to locate middle or extreme West. Address Box 544, Printers' Ink.

### WE CONNECT THE WIRES

**SOME BIG INDUSTRIAL CONCERN** is looking for a sales or advertising manager the size of our number 855—a practical engineer, who knows electric lighting, power transmission and motor truck problems, including corporate financing and handling six figure promotion budgets. "Quick thinker, ability of highest order, thoroughly reliable." May we arrange an appointment?

### FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**Copy Writer**—Young woman; resourceful; dependable; "brilliant imagination"; keen, analytical mind; shrewd knowledge of human nature; breezy, interesting style; versatile; excellent experience. Box 539, Printers' Ink.

**COLLEGE** graduate now employed in advertising department of publishing house desires free lance work. Has thorough knowledge of the making of layouts and the writing of copy, and has written specialty articles for newspapers. Box 537, Printers' Ink.

**YOUNG MAN**, 27, married, wishes position with future on class or trade journal, house organ in magazine or publishing office. Thoroughly experienced in newspaper work, including writing, editing, makeup and its mechanical features. Now editing trade journal and handling publicity for large daily. Character unquestionable, references excellent. Not an unusual young man, but have brains and can use them. Box 533, P. I.

### Increased 50 Per Cent

A monthly house-organ brought this increase in customers in one year. My experience as Advertising-Sales Promotion Manager covers: trade paper, newspaper, dealer help and national advertising campaigns; advertising agency; road selling. University education; age 30. Salary open. If yours is a potentially big advertising proposition, let me submit my performance records. Box 547, Printers' Ink.

### Chicago Publishers!

Represented *ably* at New York?  
Receiving *interesting* News Letter regularly?  
Volume, *new* advertising, really satisfactory?

Competent American, 32, available—whole or part time—represent your publication, New York City, with News Letters, increase advertising.

Highest references, prominent publications.  
Box 28, City Hall Postoffice, New York.

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# Steady Growth!

**T**EN years ago, The Chicago Tribune was not first in circulation in Chicago. One evening paper led The Tribune in daily circulation. Another morning newspaper led The Tribune in Sunday circulation.

TEN years of steady, healthy circulation growth has put The Chicago Tribune in first place. While the evening newspaper gained 17% in ten years, and the other morning newspaper gained 36% in Sunday circulation, The Chicago Tribune gained 104% in daily circulation and 130% in Sunday circulation. The following figures are from reports of The Audit Bureau of Circulations:



	TRIBUNE		Other Morning Newspaper		Evening Newspaper
	Daily	Sunday	Daily	Sunday	
1913 .	245,449	363,119	214,828	538,175	340,550
1922 .	499,725	827,028	396,871	731,010	397,584
Gain .	254,276	463,909	182,043	192,835	57,034
Percent	104%	130%	85%	36%	17%

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